Tweets, Snaps, and Streaming: An Analysis of the Implications of Social Media in Campus Wide Crises

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Agenda

Statistics on social media activity across college campuses

Debrief major university tragedies and the social media activity following

Best social media and communication practices

Implications of social media activity during crises

Footnote:
Crisis = Tragedy
Campus Community = Students, Faculty, Staff, Visitors
Activity
Social Media Consumption

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Snapchat</th>
<th>Instagram</th>
<th>Twitter</th>
<th>YouTube</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>3%</td>
<td>8%</td>
<td>7%</td>
<td>38%</td>
<td>46%</td>
</tr>
<tr>
<td>50-64</td>
<td>50-64%</td>
<td>50-64%</td>
<td>50-64%</td>
<td>50-64%</td>
<td>50-64%</td>
</tr>
<tr>
<td>30-49</td>
<td>25-29%</td>
<td>25-29%</td>
<td>25-29%</td>
<td>25-29%</td>
<td>25-29%</td>
</tr>
<tr>
<td>18-24</td>
<td>73%</td>
<td>75%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown.

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Snapchat & Instagram

**Similarities:**
- Location enabling
- Caption-able photo/videos
- Filters/Image altering technology

**Differences:**
- Instagram – Live Stream
- Short video sharing
- Sharing to multiple social media platforms with one click
May 1, 2017

Law enforcement officers secure the scene of a stabbing that occurred on the UT campus.

• 1:46pm students call 9-1-1
• 1:48pm 1:50pm UTPD/APD arrives on scene
• 1:52pm suspect is apprehended
• 3:15pm all clear
Texas State University
10/20/19

Student death in a residence hall
• 5:38pm

Officers on scene
• 5:40pm

Official Communication via Twitter
• 9:36pm
Concordia University (Texas) 9/6/2019

10:20am – Police dispatched to welcome center for threat

1:40pm – Man was arrested in east Austin

9/7/2019

2:25pm – Information released via news stations

Man accused of threatening to shoot up Concordia University

- Police say David Dixon called Concordia University
- Never attended the school
- Made threat on the phone with an employee
- Austin Police arrested him

Man arrested for terroristic threat against Concordia University

A man called and threatened to "shoot up the school."

Author: Britny Eubank
Published: 2:25 PM CDT September 7, 2019
Updated: 11:12 PM CDT September 7, 2019
Trending – Social Listening

#UTstabbing

#Parkland

#Columbine
2/13/20

#AustraliasWildfires
Press Conferences
• Typically more accurate Information
• Control the narrative
• Parents, faculty, and staff likely to view

Social Media
• Maximum, diverse audience
• Social Media is versatile
• Social Media is immediate
• Social Media is a two-way conversation
Best Practices for Social Media Crisis Communication

- Campus community often learns of news from social media instead of news sources.
- Even with no threat, campus community wants information.
- Communication impacts perception of safety.
- College is expensive.

Identify social media account to release information

Establish credibility at the beginning of the academic year. Only send crucial information through established account

Outline communication plan

Create short cuts to refer audience to university links
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