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Governor's Hurricane Conference®
2018 Social Media Exercise

The 32nd Annual Governor's Hurricane Conference® will be held at the Palm Beach County Convention Center & Hilton West Palm Beach from May 13th to May 18th, 2018. During the conference, Florida State University's Emergency Management and Homeland Security Program will conduct the 2018 Social Media Exercise. This year's exercise, #HurricaneHunt, builds upon past exercises that are designed to help participants use social media to create situational awareness.

Purpose

This exercise will demonstrate to participants how social media can be used during an emergency or disaster. Further, this exercise will provide participants the opportunity to practice techniques for searching and filtering information in social media as well as methods for collecting and aggregating information. The exercise will be completely virtual and will occur on Twitter, Facebook, Instagram and other social media channels; there is no physical component or activity.

Scope

This exercise focuses on the role of social media in managing disasters, critical incidents, and special events. It will occur in real-time on social media channels such as Twitter, Instagram and Facebook. Since these platforms cannot be separated from real-world events and usage, no aspect of this exercise will attempt to simulate an emergency or crisis event. Exercise related material and posts will relate to the Governor's Hurricane Conference® or the #HurricaneHunt activities. In case a person not involved in the exercise views any exercise material, it will appear to be simple promotional information; this prevents any misunderstandings or the perception of a non-existent emergency or disaster.

Design Objectives

- Educate the conference attendees on the tools and techniques for identifying useful information on a variety of social media.
- Provide another promotional channel for conference activities and events.
- Demonstrate how hashtags and keywords evolve during a disaster.
- Teach participants to filter rumors from factual information.
- Illustrate how social media can become an addition to traditional outreach, warning and alerting, and public information tool.
- Provide concrete links between the social media training session and the social media exercise.
- Conduct an after action session on Friday morning to discuss the exercise activities and findings.

Exercise Structure

This exercise is, in effect, a social media functional exercise. Players will respond and react to inject posts found on social media channels - Twitter, Instagram and Facebook.

This exercise will be broken into four modules, each corresponding to a single day of the conference.

- Module 1 - Monday, 14 May 2018
- Module 2 - Tuesday, 15 May 2018
- Module 3 - Wednesday, 16 May 2018
- Module 4 - Thursday, 17 May 2018

Modules 1 and 2 coincide with GHC training focused days, and will be used to introduce players to the exercise concept. In Modules 3 and 4, inject pace and players activities will increase, requiring more player interaction to remain caught up.

Exercise Format

Each Module begins with an explanatory post on the exercise website, and sent to players via social media. Throughout the Module, injects will be posted by exercise controllers on the major social media platforms - Twitter, Instagram and Facebook. These inject posts will drive a variety of player activities broken into three major #HurricaneHunt themes: **Listen**, **Filter**, and **Post**.

There are a variety of incentives to drive player activity in #HurricaneHunt. Participants will self-organize **into teams** and compete against other teams as part of the exercise. Teams will strive to take home the trophy for the highest performing team at the end of the conference.

Participants that complete game activities will earn points for their team. This will encourage participation, organization and collaboration among team members. Participants will be free to organize teams as they see fit; they can be organized by agency, by county, region, etc. Part of the exercise is to encourage participants to use social media to communicate and organize.

Each of these themes mimics the types of activities emergency managers perform in social media; breaking activities into these themes will help players understand the types of tasks that are performed in social media during an actual event or incident.

- **Listen** - Players will use free or open source tools to search and monitor social media channels for #HurricaneHunt inject posts. Sample activities include:
 - Locate information on GHC events, activities, workshops and exhibitors.
 - Monitor social media for #HurricaneHunt exercise information.
- **Filter** - Players will examine information and determine what is 'good' or 'useful' information. Each Module will contain a different focus for players to filter for. Examples that player may need to filter for:
 - Information on #HurricaneHunt Game Piece locations.
 - Information on how to accumulate bonus points for the team.
- **Post** - Players will post information directly to the major social media channels in response to instructions discovered in inject posts. Examples may include:
 - Create a new social media account and post to one of the #HurricaneHunt official accounts.
 - Posting a picture of the player/team and an #HurricaneHunt Game Piece.
 - Posting geotagged information
 - Commenting on official #HurricaneHunt social media posts that correct wrong information in the original post.

Players will be rewarded with more points based on how complex their posts are! For instance, if a player is able to spot a rumor or posts about geotags, that player is likely to receive more points than someone who simply retweets or posts a picture.

Exercise controllers will maintain a table presence near registration to discuss the exercise and educate interested players on how to get involved. Players will be able to join in at any time during the exercise - start to finish participation is not required. The exercise website will provide a centralized location for exercise players to learn about tools and techniques for mining social media for information.

Roles and Responsibilities

Players - Players respond to injects posted in real-world social media channels, filtering information according to tasks set in each Module and completing #HurricaneHunt activities. Players will participate in self-evaluation of filtered information as well as post messages to social media in response to injects.

Controllers - Controllers will act as the simulation cell, posting injects to social media according to the MSEL and in response to player activity. Controllers will act as subject matter experts (SMEs) during the exercise and answer questions and provide clarifying information as required. Controllers will maintain an exercise information website that contains information on the #HurricaneHunt game, including the participant teams, activities and current "score". This website will be the central virtual hub of the exercise and all activities.

Evaluators - Players and controllers will evaluate the exercise at the end of all modules. The controller evaluators will publish a lessons learned document after the close of the exercise on the exercise website.

Assumptions and Artificialities

Every exercise has assumptions and artificialities, and this one is no different. The following assumptions and artificialities are in effect for this exercise:

- There is no disaster scenario - all injects and player activities focus on real-world GHC events and #HurricaneHunt activities.
 - All information to players will occur via social media.
 - All players have access to the same information, at the same time.
 - All injects posted by controllers (the sim cell) will relate to GHC or #HurricaneHunt.
- No simulated disaster injects exist.**

Exercise Rules

This exercise will play out in real time, in real world social media channels and tools.

Exercise Website

Players will be able to visit the exercise website at sm.cdrp.net for rules, game play instructions, hints and daily results.