



Prepare, Respond, Recover: Where Social Data Fits in Disaster Scenario

Fred Funke, GNIP



The Social Media API™

Prepare, Respond, Recover: Where Social Data Fits in a Disaster Scenario



Fred Funke
Director of Sales
Gnip

GNIP'S SOLUTION

When Access to Social Media Data is Critical to Your Business, Gnip Delivers.

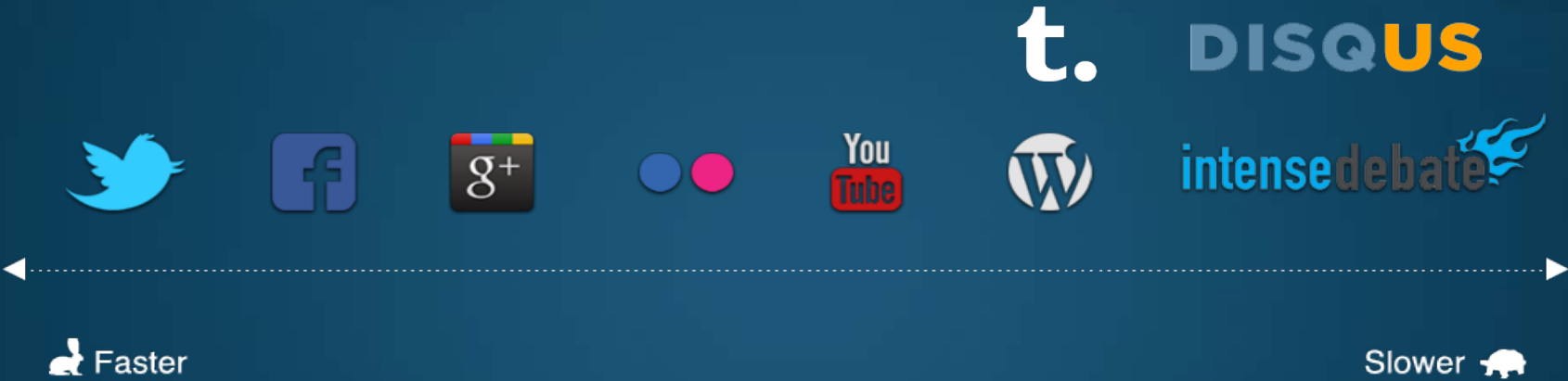
Gnip's enterprise-grade platform reliably delivers billions of realtime public social media activities that power hundreds of businesses every day. With access to dozens of the leading social media sources, you'll never miss a Tweet, Post, Comment, or Like. Our publisher-friendly business approach ensures that all data we provide is in compliance with publisher Terms of Service so you can rest assured knowing that you are building your business on a solid and predictable foundation.



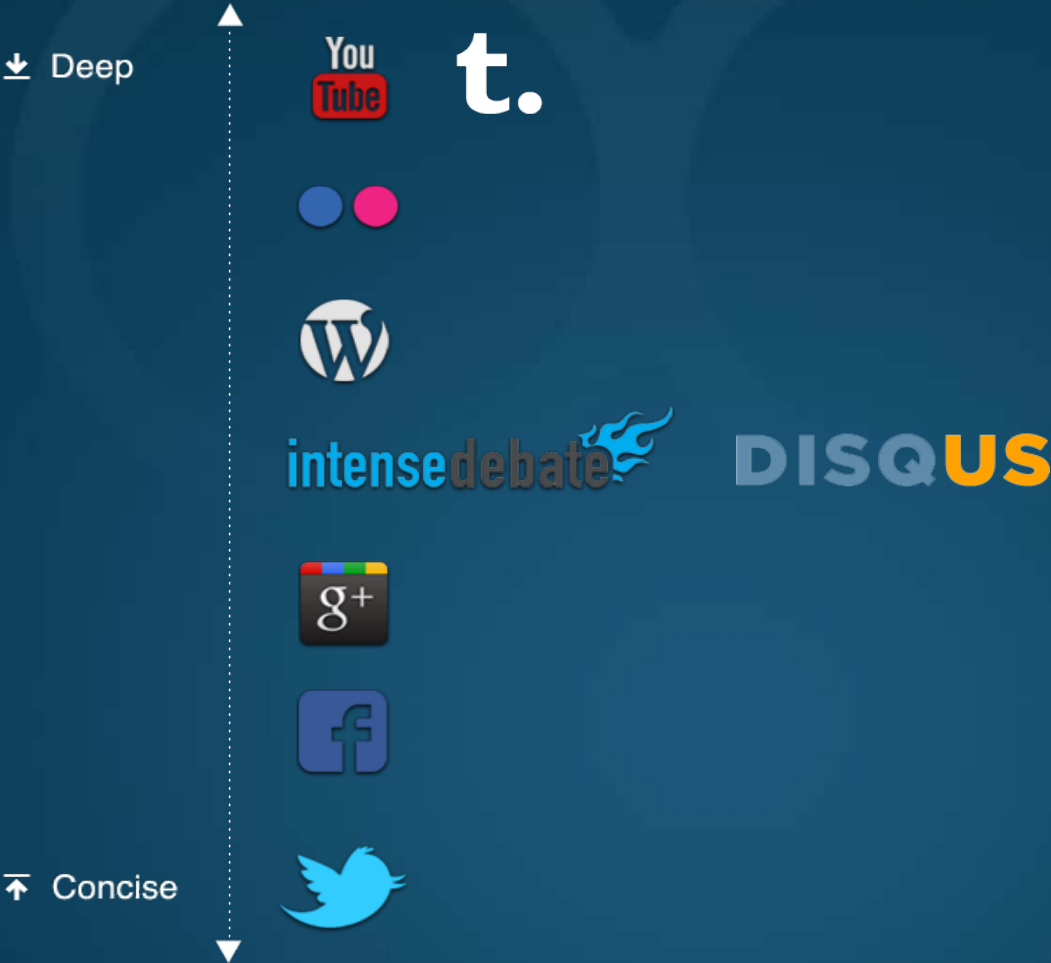
WHAT DATA DO I NEED?

A grid of 16 logos for various social media and content platforms, arranged in four rows and four columns. The logos are: Row 1: twitter, YouTube, flickr™, vimeo; Row 2: facebook, g+, intense debate, WordPress; Row 3: delicious, StumbleUpon, tumblr., 新浪微博 weibo.com; Row 4: newsgator, StockTwits®, Dailymotion, DISQUS.

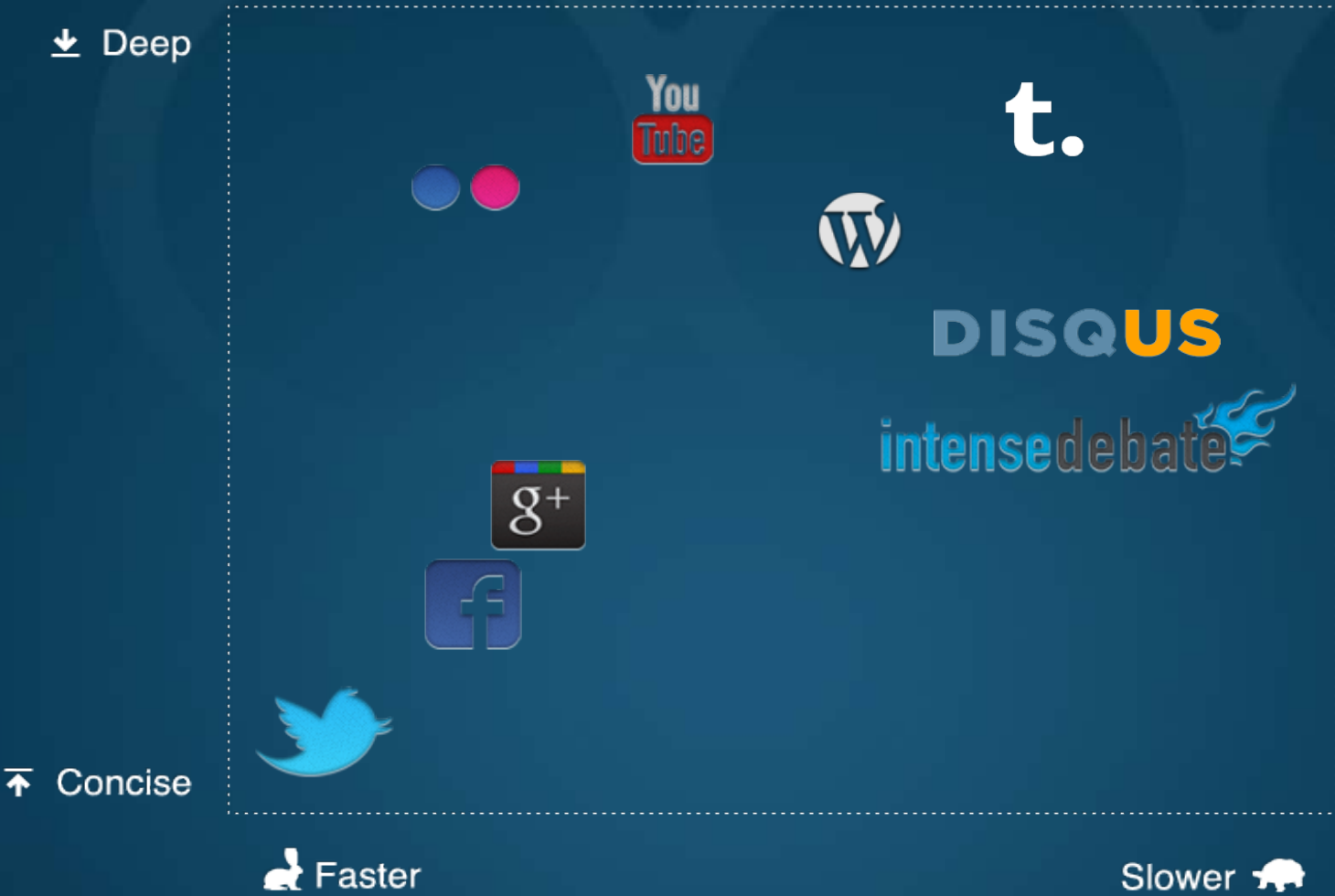
REACTION TIME



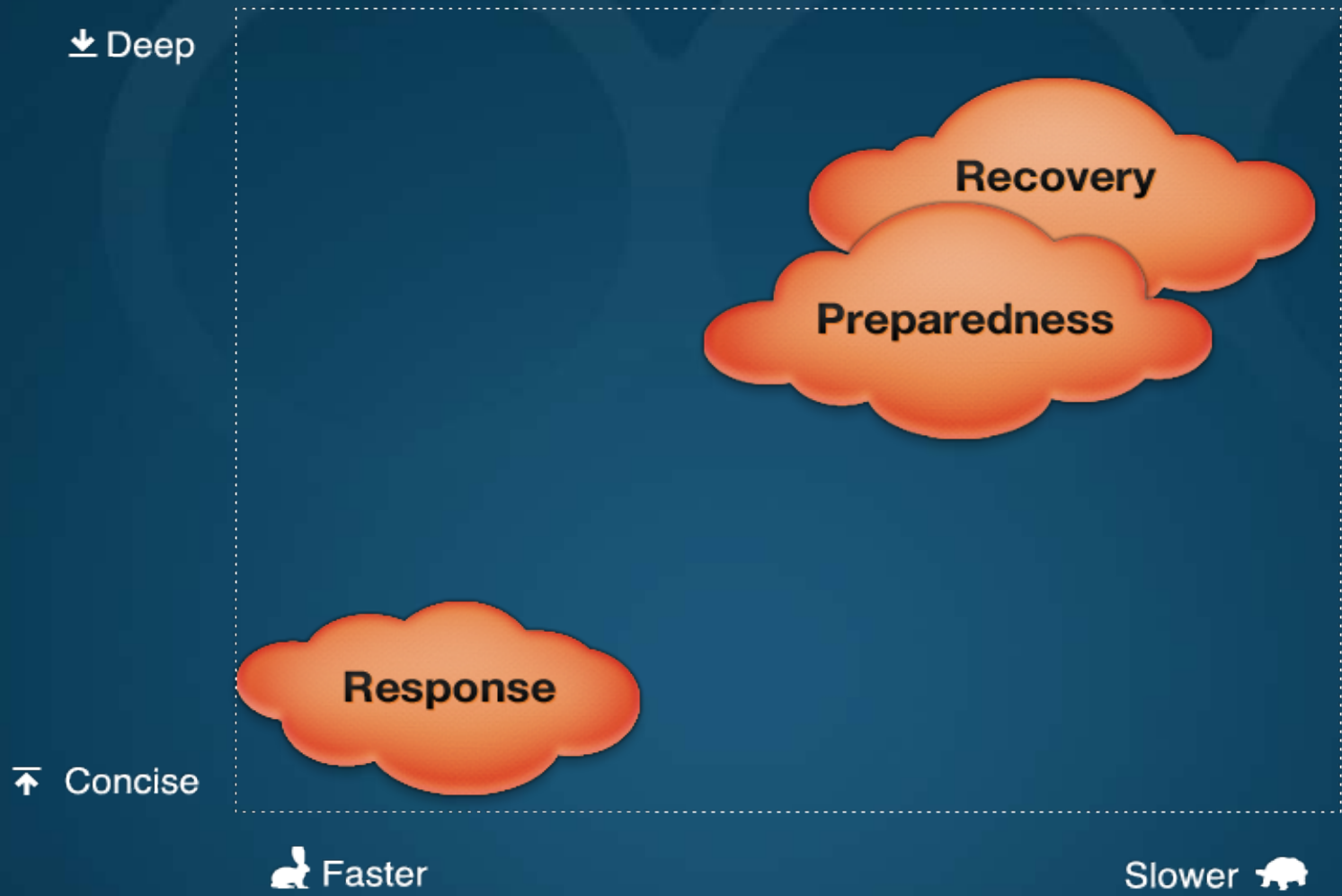
DEPTH



THE SOCIAL COCKTAIL



APPLIED TO THE STAGES OF A DISASTER



Boulder Fire

Social Cocktail

Sources

- 🐦 Twitter
- 📷 Flickr

Characteristics

- ⌚ Fast
- 📍 Includes Geo Data

Boulder Fire September 2010

Info Service search Social media Options Map Satellite Terrain

The map displays the fire's perimeter in orange, covering areas like Lee Hill and Betasso Preserve. Social media pins (Twitter and Flickr) are scattered across the map, with a callout for a tweet from Beth Jensen. The map includes labels for roads like Foothills Hwy and 36, and landmarks like Boulder Municipal Airport.

Beth Jensen
Power out at @saxyscafe - I picked the wrong day to work from downtown #boulderfire
12 months ago

FOOTNOTES: POWERED BY Google, Map data ©2011 Google, Terms of Use

A row of four small images at the bottom of the map interface: 1. A night view of a fire with orange flames against a dark sky. 2. A view of a fire with a large plume of smoke rising into the air. 3. A white emergency vehicle, possibly a fire truck or ambulance, with a person standing nearby. 4. A view of a destroyed building or structure, likely a result of the fire.

MONITOR AND DOCUMENT WITH IMAGES

Follow the Olympic torch's journey around the United Kingdom

A story map [f](#) [t](#)

8,000 torch-bearers are carrying the Olympic flame through 1,000 cities and villages in England, Wales, Northern Ireland, and Scotland. Explore today's and previous days' photos of the relay; click on future locations (gray symbols) for dates.



Day 45: Coventry to Leicester

Choose a day Choose a town

Flickr photos

Photos of the torch relay taken on day 45 of the relay. Click to enlarge.

Day 45: Oadby
The Olympic torch travels through Oadby along the route Coventry to Leicester on Mon Jul 02 2012

Northampton
Wellingborough
Kettering
Cooby

Rugby

Source: BBC

POWERED BY esri



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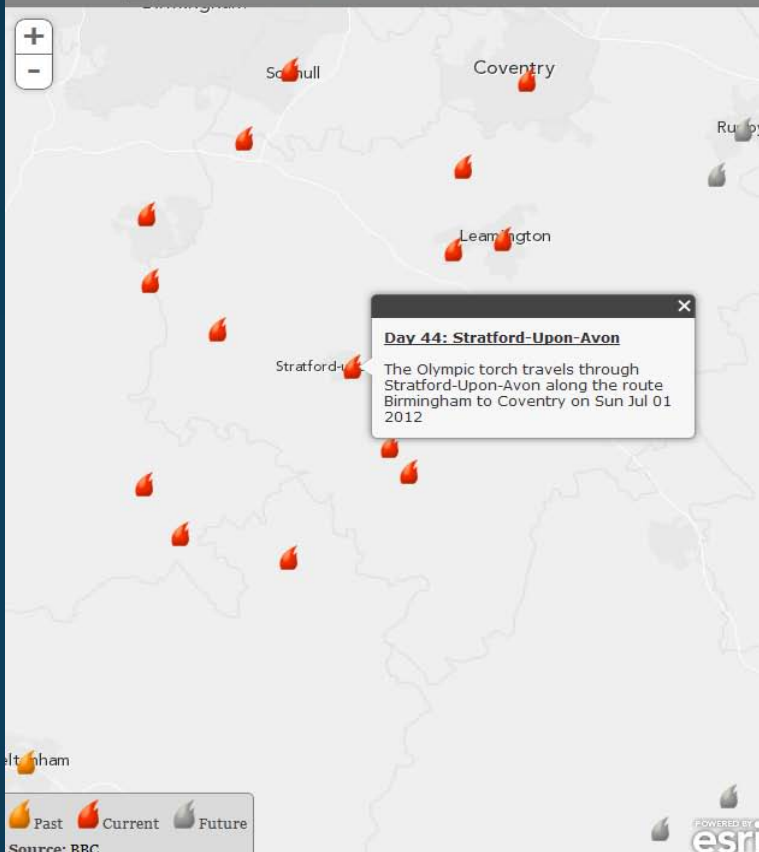


Day 44: Birmingham to Coventry

Choose a day Choose a town

Flickr photos

Photos of the torch relay taken on day 44 of the relay. Click to enlarge.



MONITOR AND DOCUMENT WITH IMAGES

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A story map [f](#) [t](#)

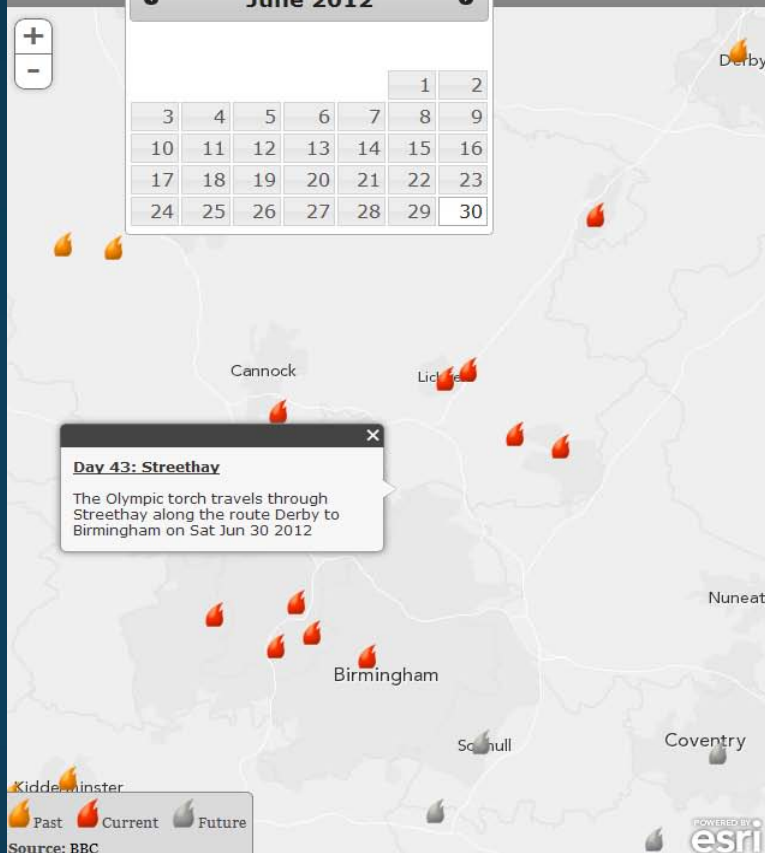
8,000 torch-bearers are carrying the Olympic flame through 1,000 cities and villages in England, Wales, Northern Ireland, and Scotland. Explore today's and previous days' photos of the relay; click on future locations (gray symbols) for dates.



Day 43: Derby to Birmingham

Choose a day

June 2012						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

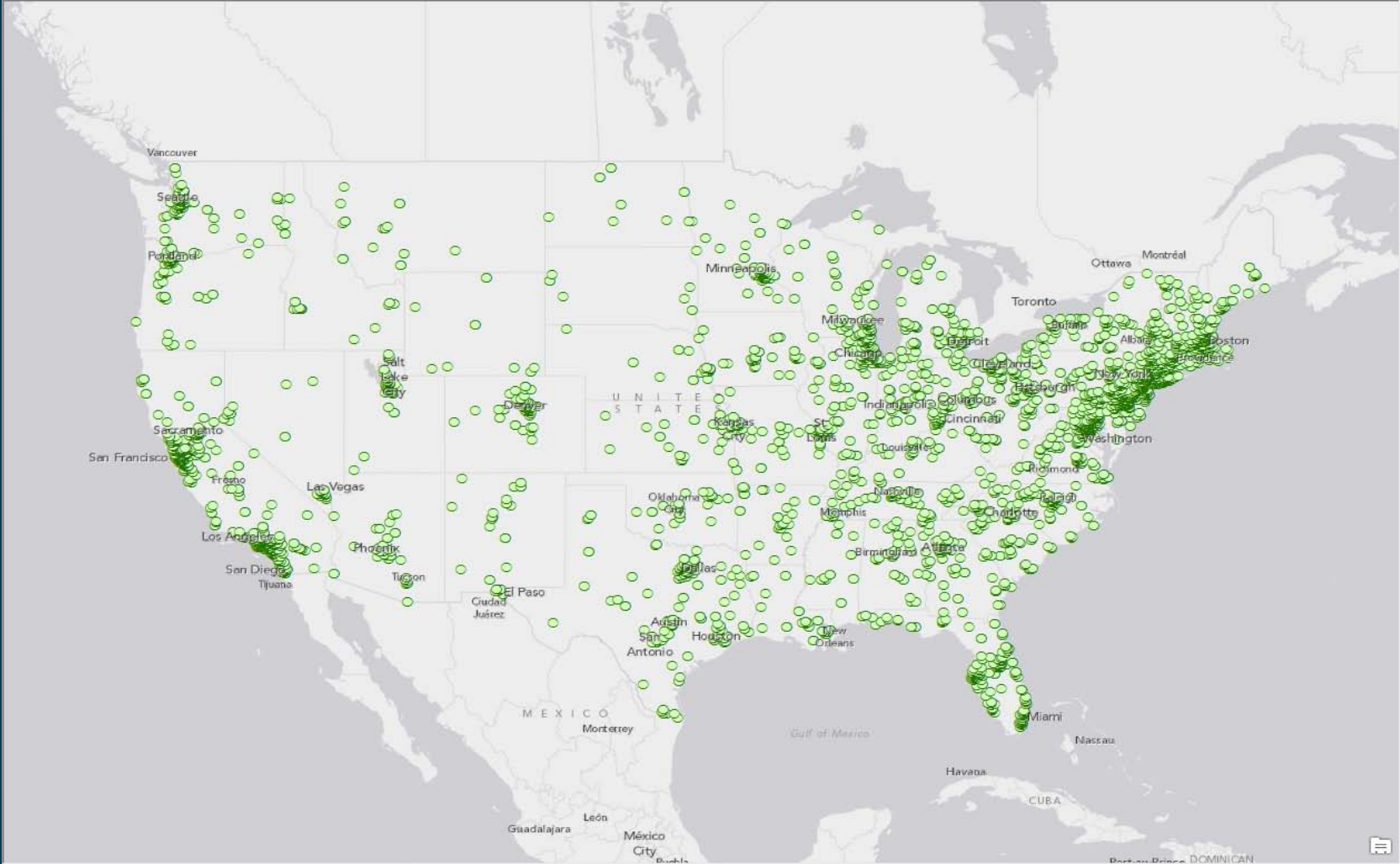


Flickr photos

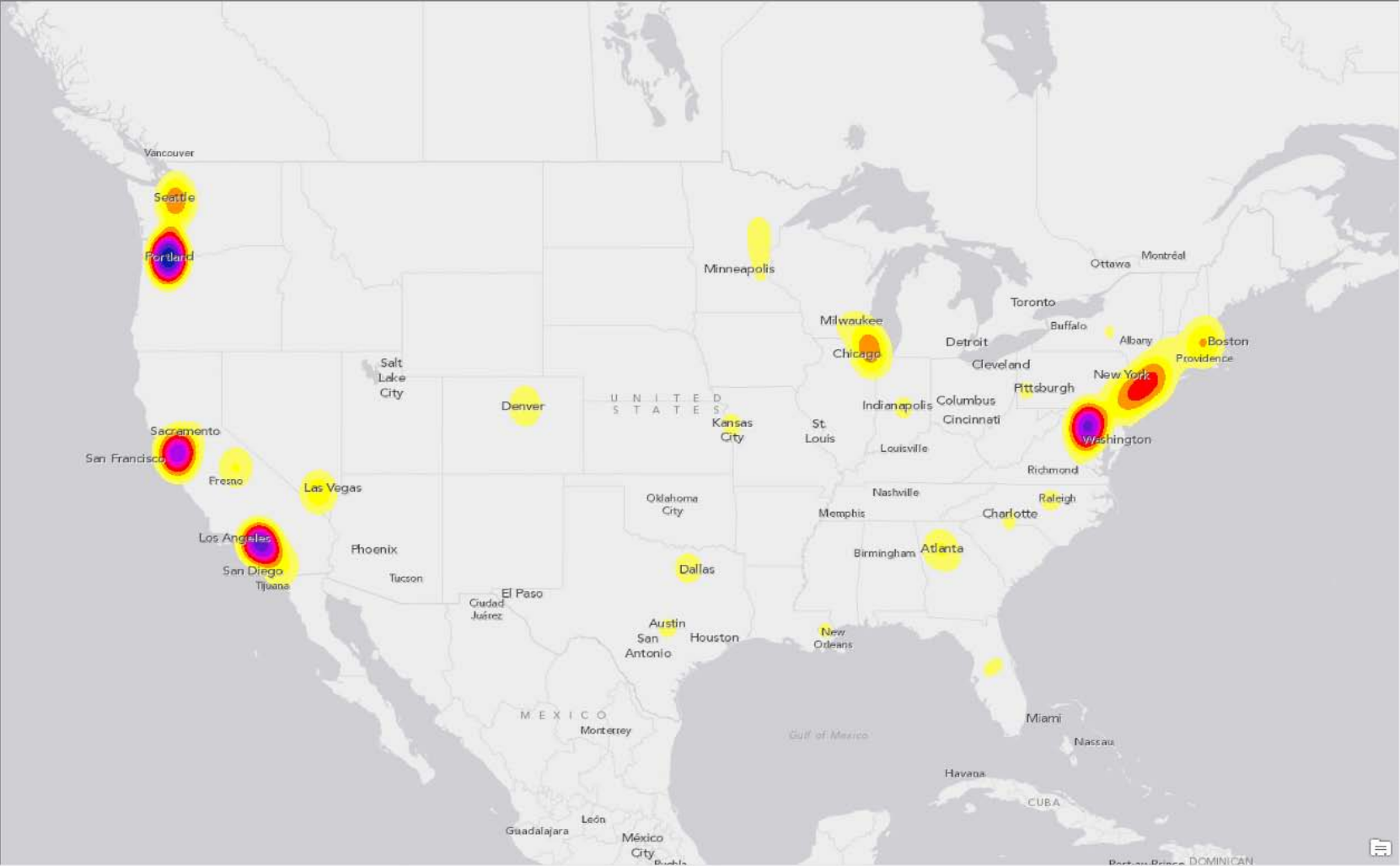
Photos of the torch relay taken on day 43 of the relay. Click to enlarge.



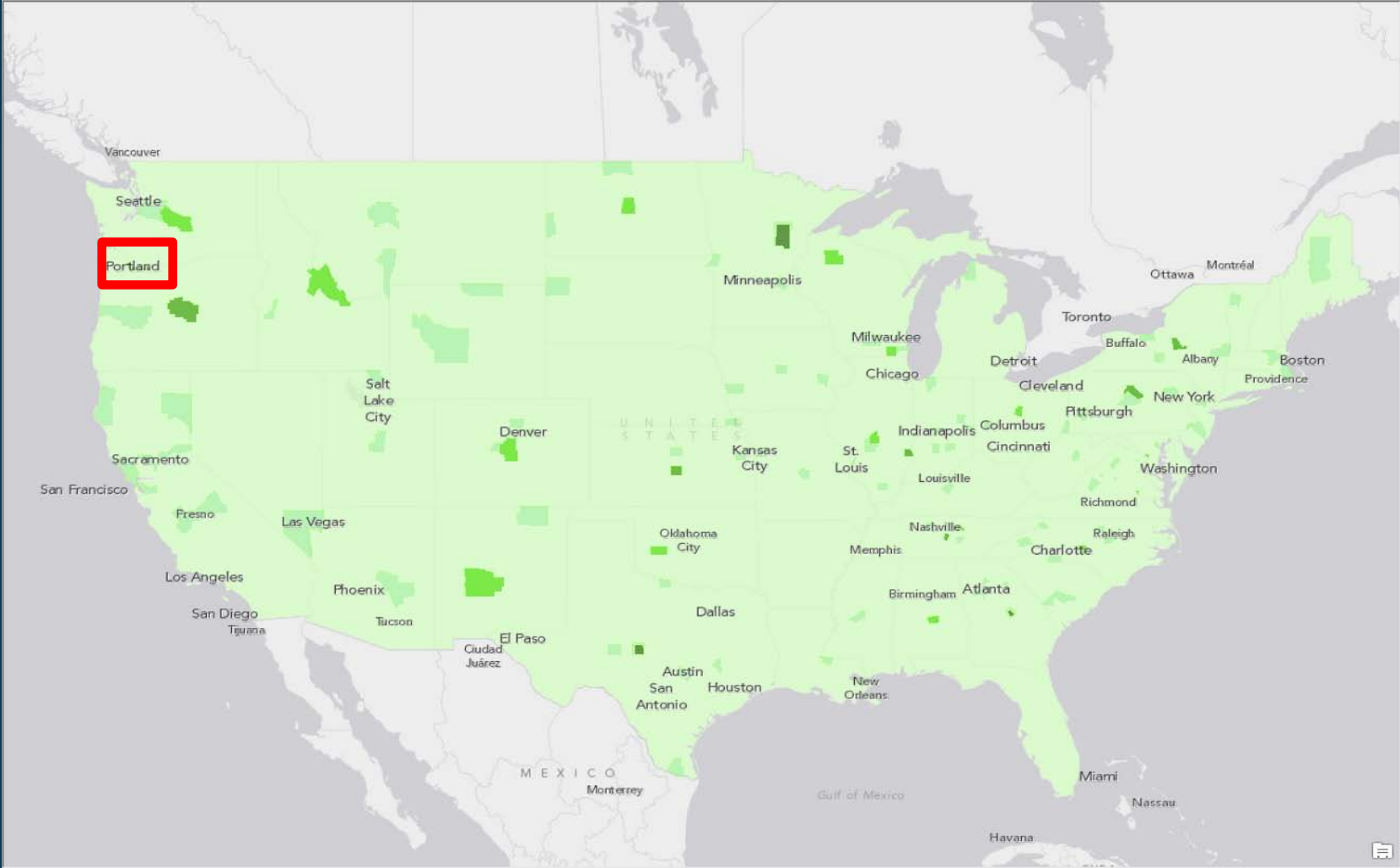
MAPPING THE OCCUPY PROTESTS



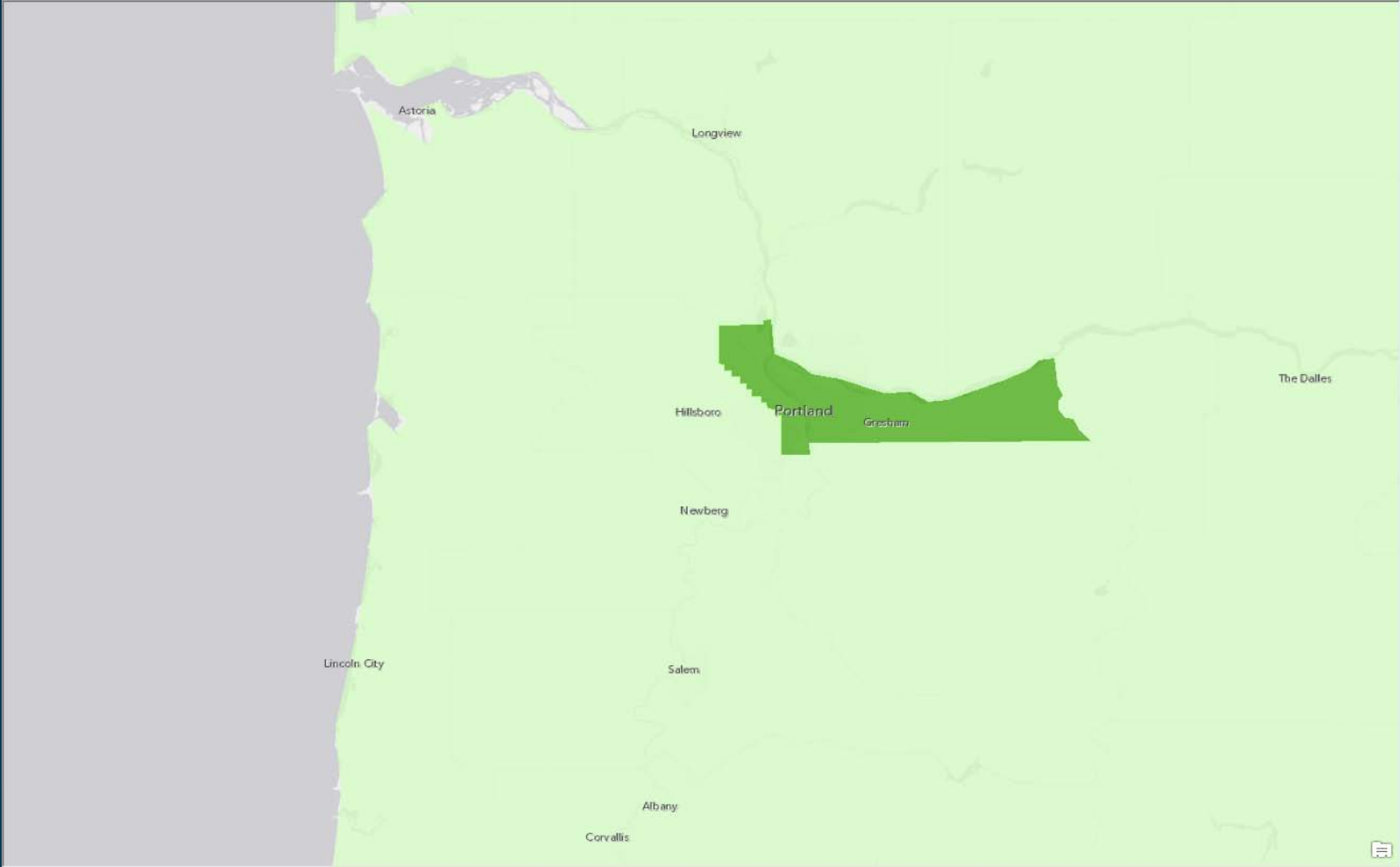
MAPPING THE OCCUPY PROTESTS



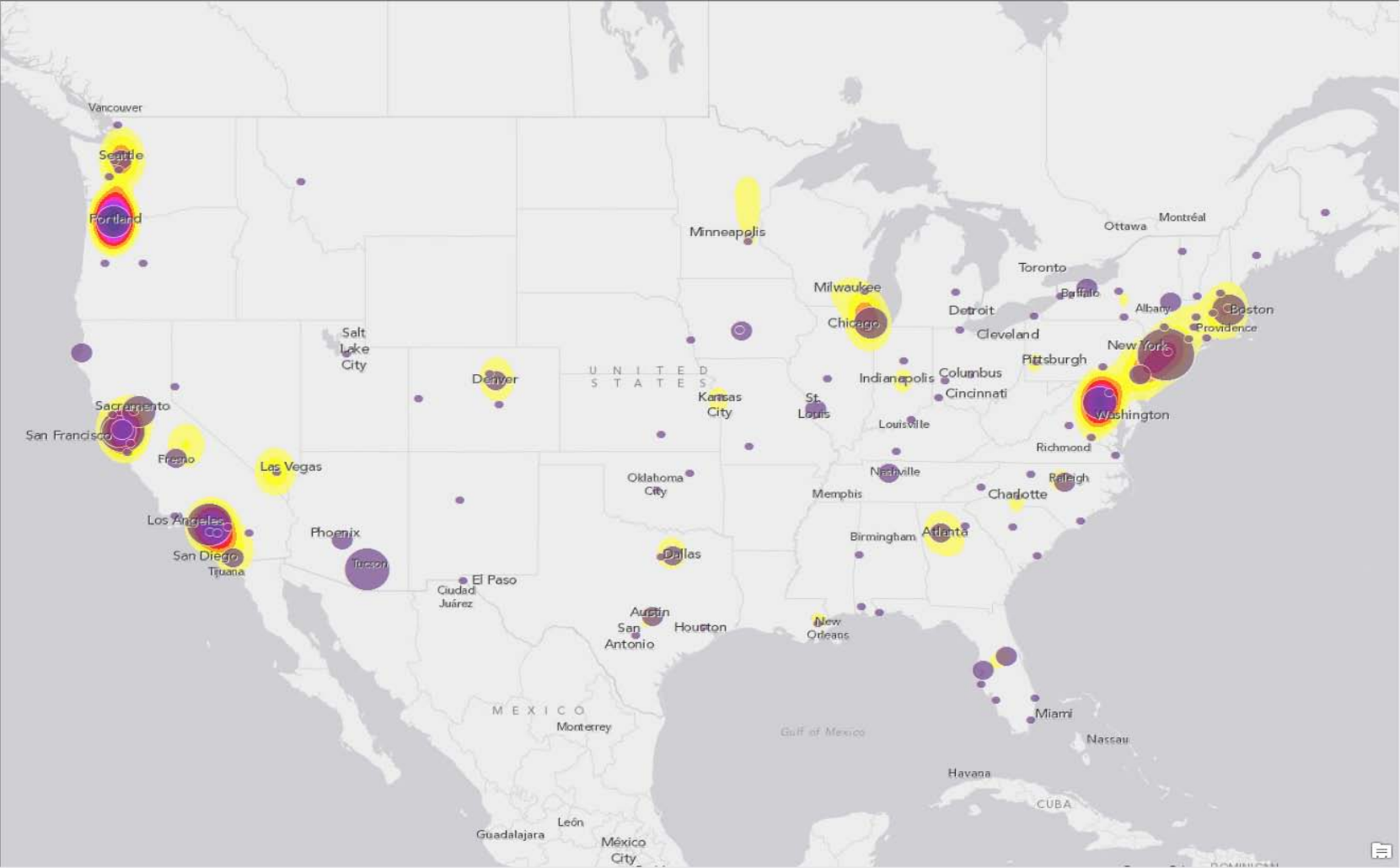
MAPPING THE OCCUPY PROTESTS



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| The Social Media API™

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