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

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

Fred Funke
Director of Sales
Gnip
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?
THE SOCIAL COCKTAIL

↓ Deep

You

↓

↑ Concise

Faster

Slower

↑

intense debate

DISQUS

t.
APPLIED TO THE STAGES OF A DISASTER

- Deep
  - Concise
  - Faster

- Recovery
- Preparedness

- Slower
Boulder Fire

Social Cocktail

Sources
- Twitter
- Flickr

Characteristics
- Fast
- Includes Geo Data

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

Follow the Olympic torch’s journey around the United Kingdom

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 | Rugby

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

Source: BBC
Follow the Olympic torch’s journey around the United Kingdom

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 44: Birmingham to Coventry

Flickr photos

Photos of the torch relay taken on day 44 of the relay. Click to enlarge.
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**Day 43: Derby to Birmingham**

Choose a day

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**Flickr photos**

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

**Day 43: Streethay**

The Olympic torch travels through Streethay along the route Derby to Birmingham on Sat Jun 30 2012.

Source: BBC
MAPPING THE OCCUPY PROTESTS
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