

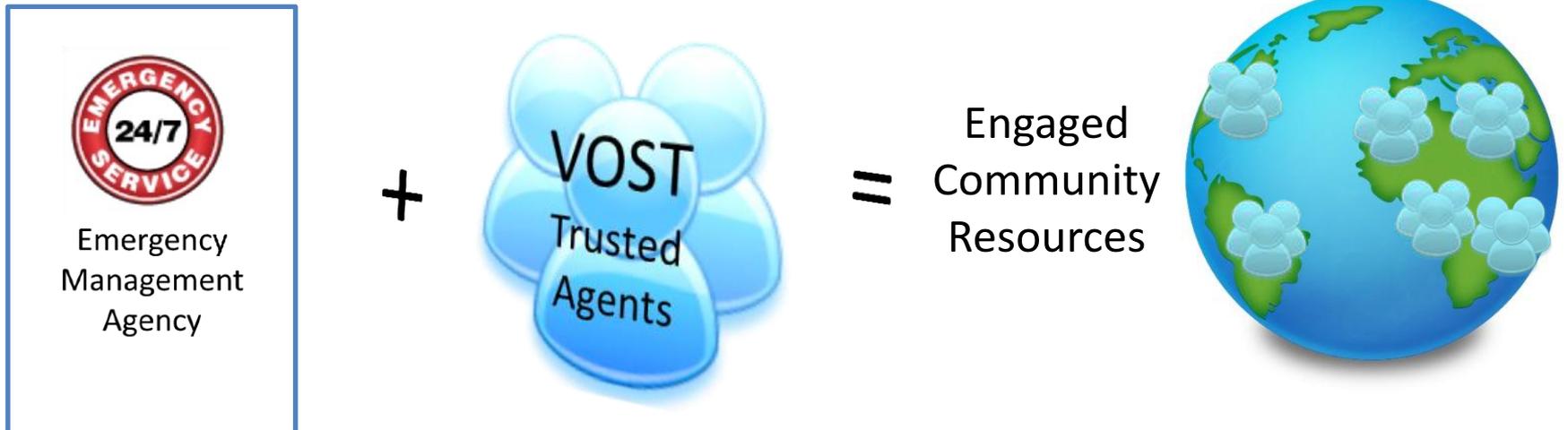


The Basics

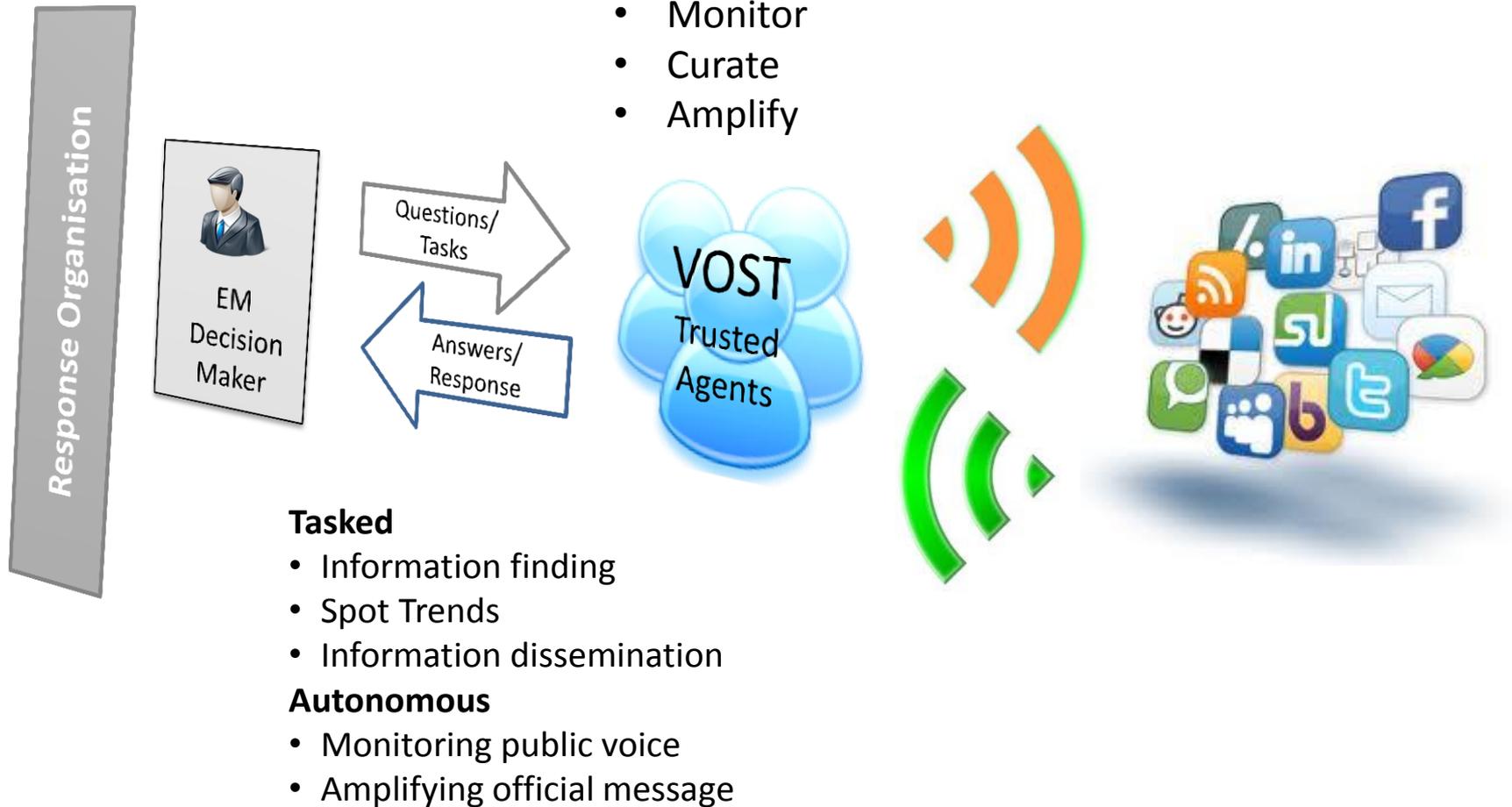
# What is a VOST?

Trusted agents organized and directed by Emergency Management agencies.

VOST will help expand the EM's ability to engage with the public before, during emergencies, and as part of the recovery phase.

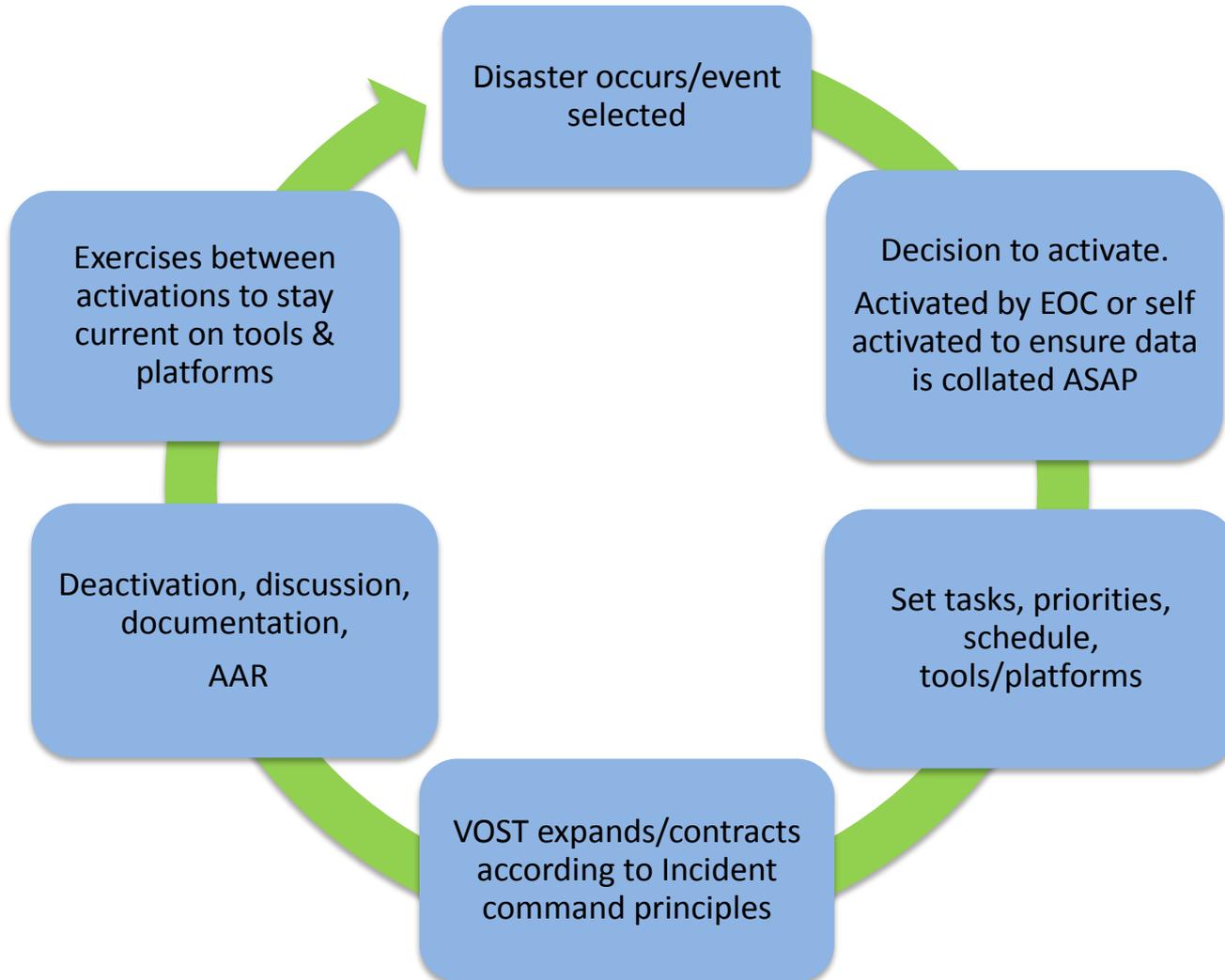


# How can VOST assist EM Agencies?





# VOST Instance Cycle

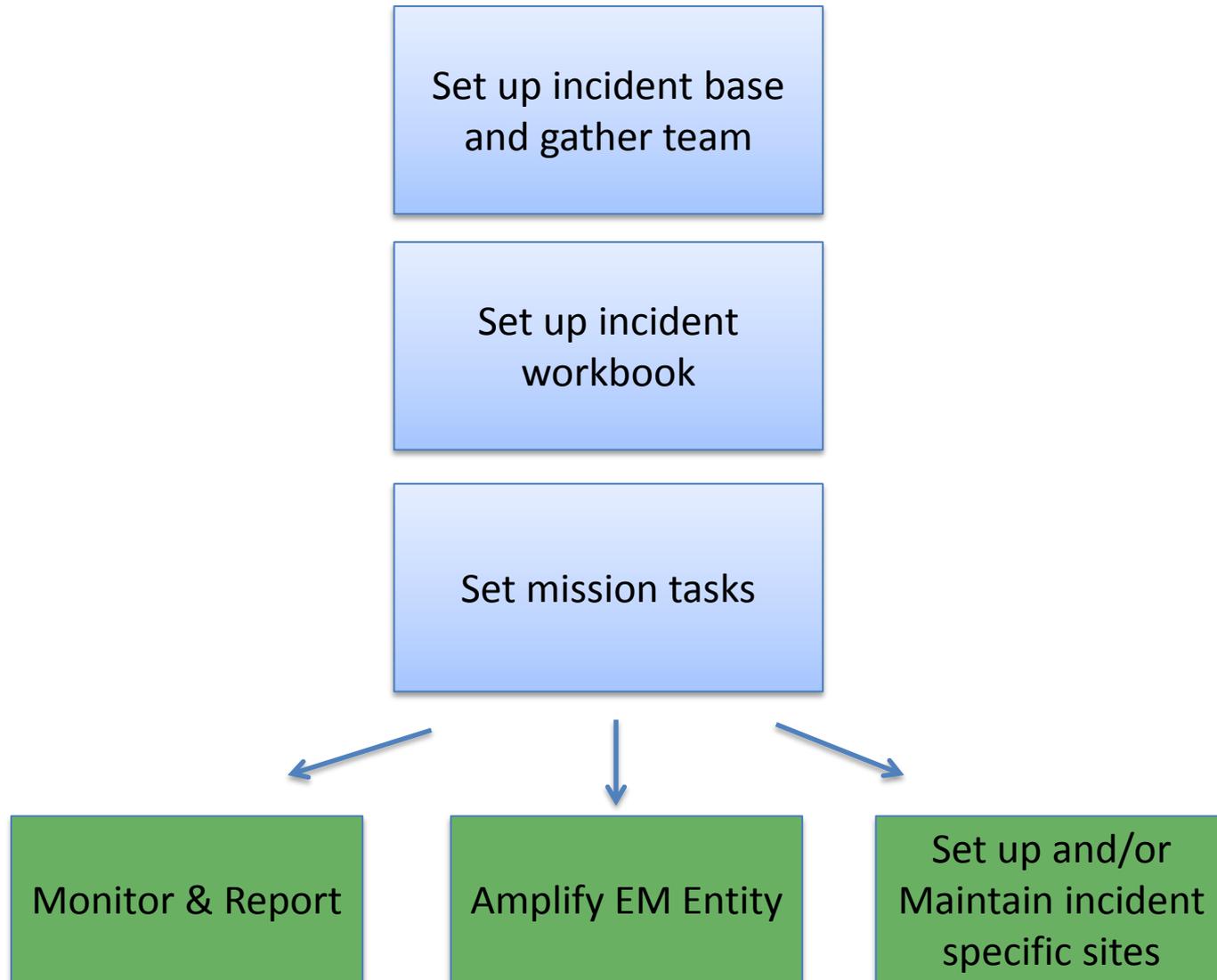


# Importance of having both local **AND** non-local VOST team members

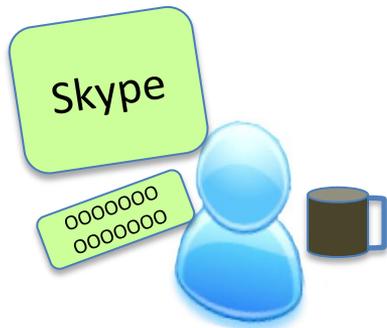


VOST local members have strong location & cultural knowledge, yet in times of disaster, team members outside area are often needed & called upon to assist.

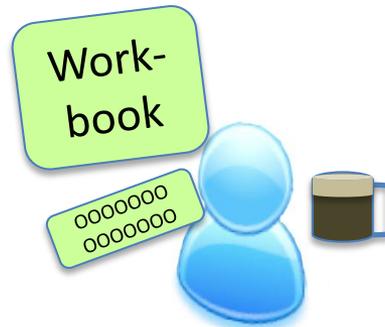
# What happens on a deployment?



# workflow



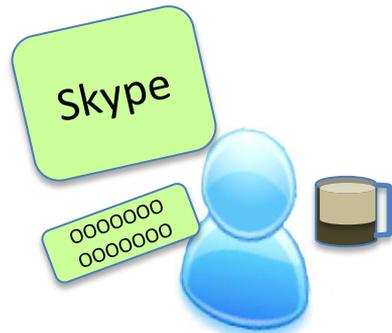
Ongoing text chat  
is in the VOST  
"work room"



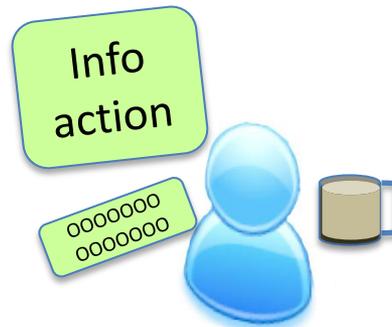
Incident docs &  
records are in  
shared workbook



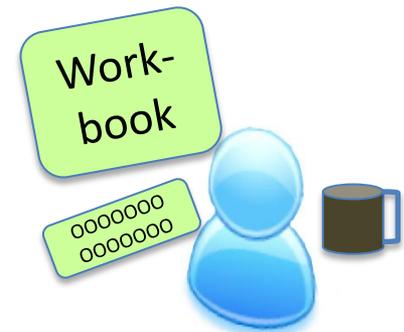
Search for helpful  
info on social  
media & net



Communicate,  
collaborate,  
coordinate



Info used according  
to mission



All major actions  
tracked & logged  
in workbook

# How do I know what to look for?

- Know your customer
- Think in the big picture – trending patterns
- Establish keyword targets but also geosearch
- Be flexible and creative – strategies may change
- Use local news
- “May we help you?” and “How are we doing?”

# What do I report?

## Escalate

- Requests for help
- Requests for clarification
- Direct messages
- Negative feedback
- Complaints (actionable)
- Misinformation

## Inform

- Trending topics
- New sources
- Positive feedback trends
- Complaints (not actionable)
- Damage assessments
- Appreciation (trend)

## Archive

- Acted upon posts
- Pictures
- News
- New sources
- Positive feedback
- Appreciation (individual)

# Questions?

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# End of Presentation

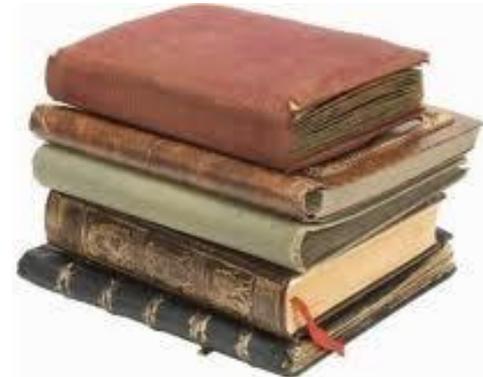


“Information Support During Emergencies: About VOST (Virtual Operations Support Team)” presentation to the National Library of Medicine and National Institutes of Health by Scott Reuter (@sct\_r) and Marlita Reddy-Hjelmfelt (@TheRedElm)

Part of this presentation is based on the “VOST Basics” Presentation by Scott Reuter (@sct\_r) & Caroline Milligan (@mm4marketing)

# Sources / Reference Material

- John Owen Butler - VOST at the National Severe Weather Workshop
- iDisaster via Kim Stephens (Trial by Fire)
- Scott Reuter (VOST) thinkdisaster.com blog
- Jeff Phillips (VOST)
- Marlita Reddy-Hjelmfelt (VOST)
- Caroline Milligan <http://www.smem.co.nz/>
- VOSG.us



Additional info/slides

# One Emergency – Many Tools

## Back Channel and Public Resources

### Back Channel Resources

text/voice chat

collaborative documents

search

filesharing

curation site

archiving

analytics

group text

### Public Facing Resources

website

blog

twitter

facebook

google plus

curation site

google docs

maps

video site

pinterest