

Incident Response

In the first 72 hours, you won't be able to get to everything. Breathe. Prioritize. Expect complete uncertainty. Here's what we recommend:

1. Get your EOC PIO team together.
2. Get basic info out – what did we know and when did we know it?
3. What are we doing about it? Why?
4. Put out EOC activation media release.
5. Push whatever info is available out through social media/Nixle, with the promise that more is to come as it is available.
6. Web presence: Secure domains, keywords, & establish hashtags.

Longer Emergency Management Operations

By now, you've found out more information and can tell a more complete story. Here's what we recommend:

1. This is when you should start thinking about whether a Joint Information Center (JIC) is needed.
2. Respond to comments on social media – squash rumors and clarify any misinformation.
3. Napa County had to move its EOC to a satellite location. Communicate changes and their impacts on response.
4. Fine-tune your web presence: Have a process for updating content. Install Google Analytics

Post-Emergency Recovery Process

The dust has somewhat settled. The news trucks go away, but public demand still exists. Here's what we recommend:

1. Think about how to involve your elected officials in messaging. Politics will be in full swing at this point.
2. Where's the money going?
3. This is the hardest phase because the PIO role is still so vital to ensuring people have information, but news outlets might not care anymore. Keep pushing messaging.
4. Web presence: Analyze, modify, and create.

What happens on the next one?

Emergencies happen. It's not a matter of if, but when. Here's what we recommend to prepare you for the next one:

1. Anticipate. Prepare. Practice.
2. Pre-identify delivery methods. Have messaging templates ready to go for media outlets, the public, and your website.
3. Create Nixle subgroups for employees, jurisdiction-wide messaging.
4. Web presence: Have your wire frame prepared.

