Agenda Item 6.3
Communication related topics: Social Media Training

S. Harvey
Incident and Emergency Centre
Paragraph 2.65 - Strategies and clear guidelines should be developed and put in place on how to communicate with the public on social media, as appropriate to the national context.
International Symposium on Communicating Nuclear and Radiological Emergencies to the Public, October 2018:

- Social media should be seen as a proper crisis communication tool.
- Significant role played by social media in delivering information at a local level.
- Engaging with your audience in a two-way dialogue is important - social media channels.
- Organizations encouraged to establish arrangements for a presence on social media platforms in the preparedness phase, including monitoring and evaluating the use of social media.
- Need for response organizations to have clear guidelines in place for the official use of social media and for the private use of social media platforms.
Background

International Symposium on Communicating Nuclear and Radiological Emergencies to the Public, President’s Recommendation 4:

• Incorporating innovative media in communication arrangements - “I recommend that the IAEA develops guidance on the utilization of innovative media for public communication in a nuclear and radiological emergency. I also recommend that the IAEA incorporates innovative technologies, including social media simulators and other tools under development, in training and realistic exercises developed for Member States.”
Social Media Training: MIMIC

- MIMIC: Social media simulator and associated training
  - Procurement process Q3/Q4 2018
  - Programming and beta-testing Q1/Q2 2019
  - First consultancy to develop training material on the use of social media in nuclear and radiological emergencies and to review user guides and exercise plans for simulator, 24 to 27 June 2019
  - Simulator-supported exercises with Member States incorporated in public communication training and standalone workshops from Q4
Social Media Training
This presentation is to note the current status of the revision. No action is requested at this time.
Thank you!