



FERGUSON: THE EMA PERSPECTIVE

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OFFICE OF EMERGENCY MANAGEMENT



**ON THE STREETS
OF AMERICA:
HUMAN RIGHTS ABUSES
IN FERGUSON**



ST. LOUIS POST-DISPATCH
TUESDAY • 08.19.2014 • \$1.50

STREETS FLARE UP

TEAR GAS FLIES, PASTORS LOCK ARMS TO BREAK UP CROWDS
NIXON LIFTS CURFEW IN FERGUSON, CALLS IN NATIONAL GUARD • PRIVATE AUTOPSY FINDS 6 SHOTS



\$1.25 · NYDailyNews.com SPORTS FINAL Partly sunny, 78/62. Thursday, August 14, 2014

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

Missouri cops in violent clash with protesters

OUT OF CONTROL



Police in Ferguson, Mo., responded with force to protesters of the cop-shooting death of teen Michael Brown (above). Left, tear gas engulfs one of the crowd. Top, demonstrator hits fleeing bottle at cops.

PAGES 4-5

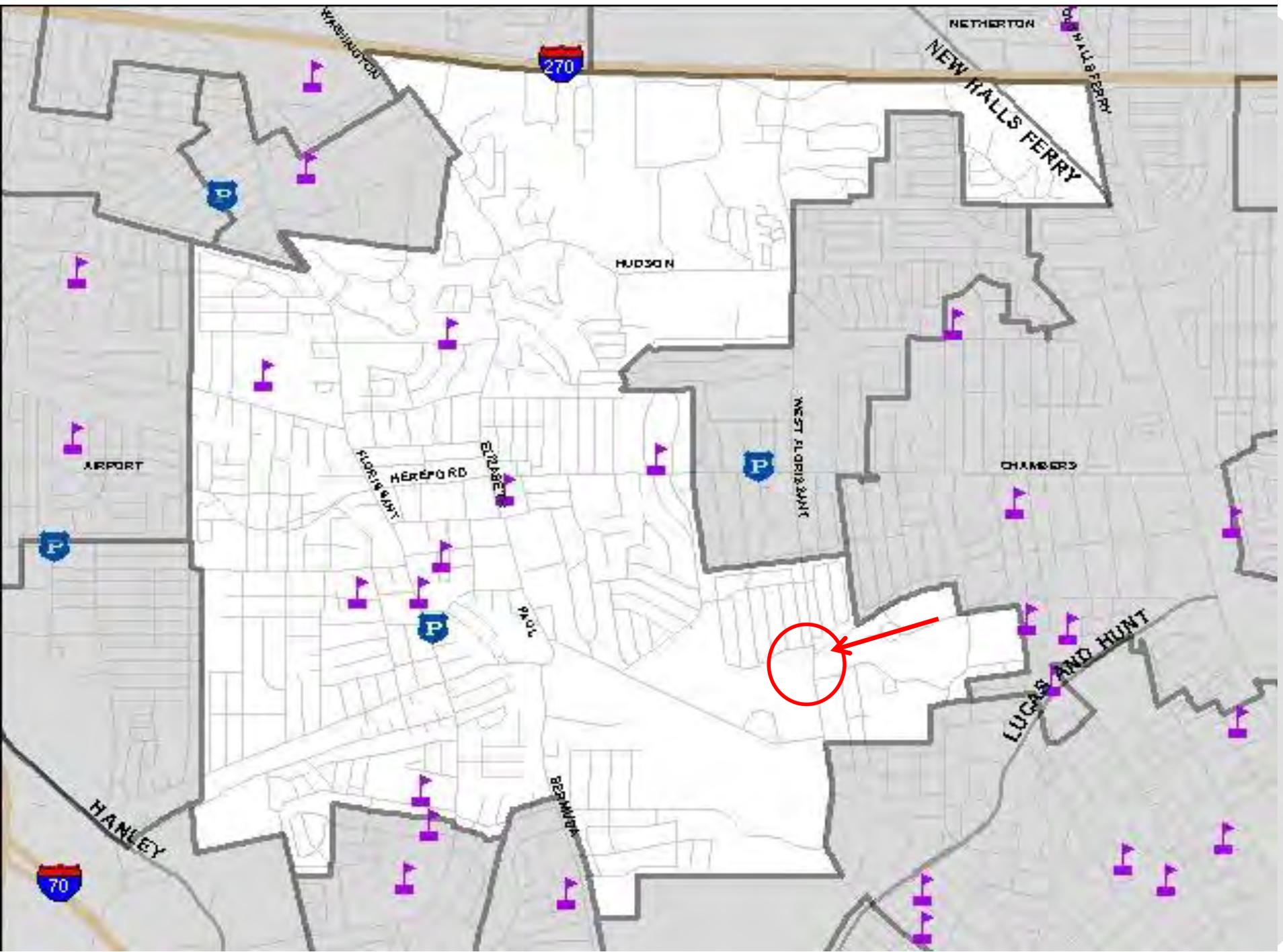
Tear gas, flash grenades fly to subdue crowds

PHOTO BY AP

DOWNTOWN STL VS FERGUSON









Source: Open Street map



AUGUST 9, 2014

- August 9, 2014 Michael Brown, Jr. fatally shot by PO Darren Wilson

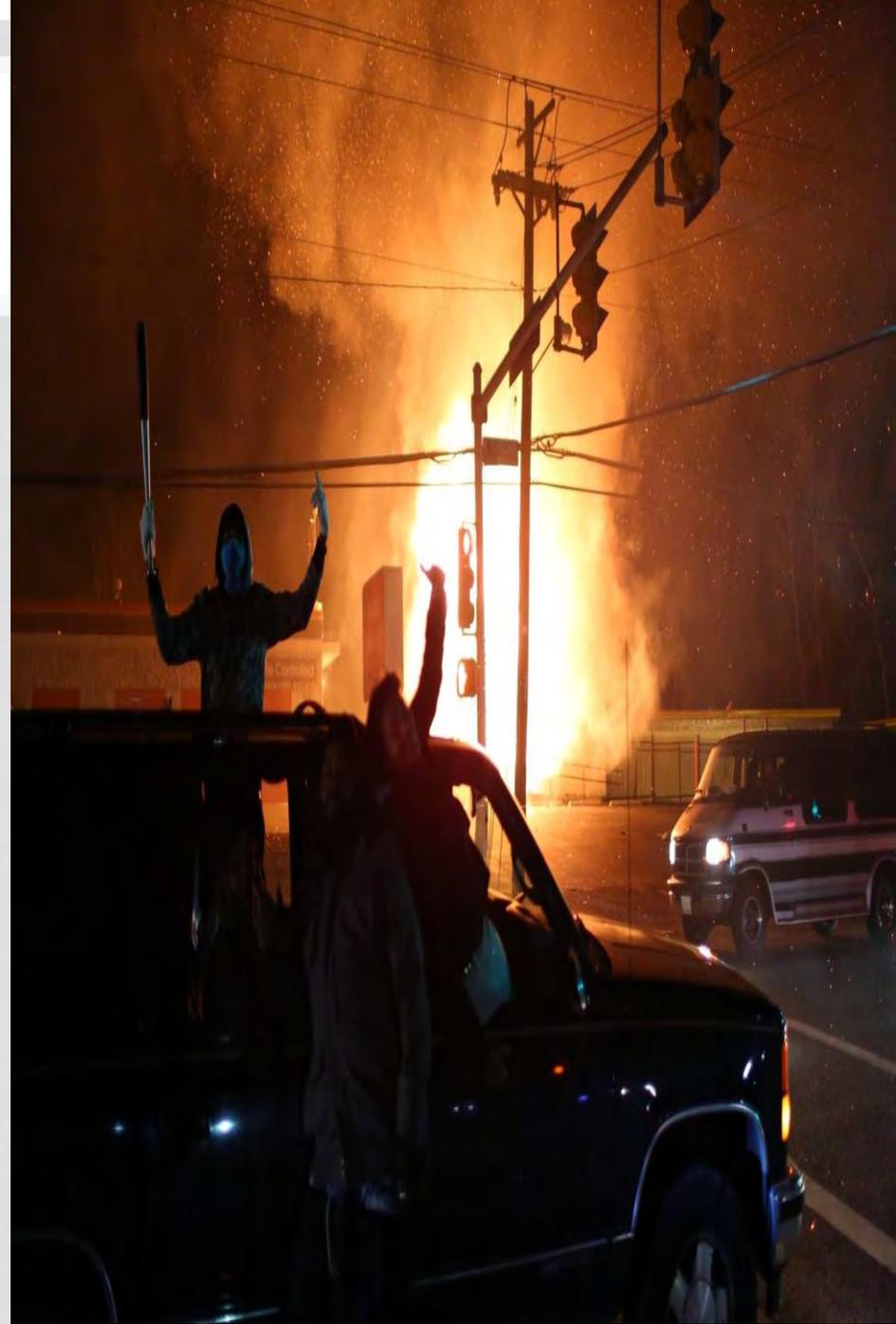
@TheePharoah

I JUST SAW SOMEONE DIE OMFG

12:03 PM - 9 Aug 2014

1,0721,072 Retweets



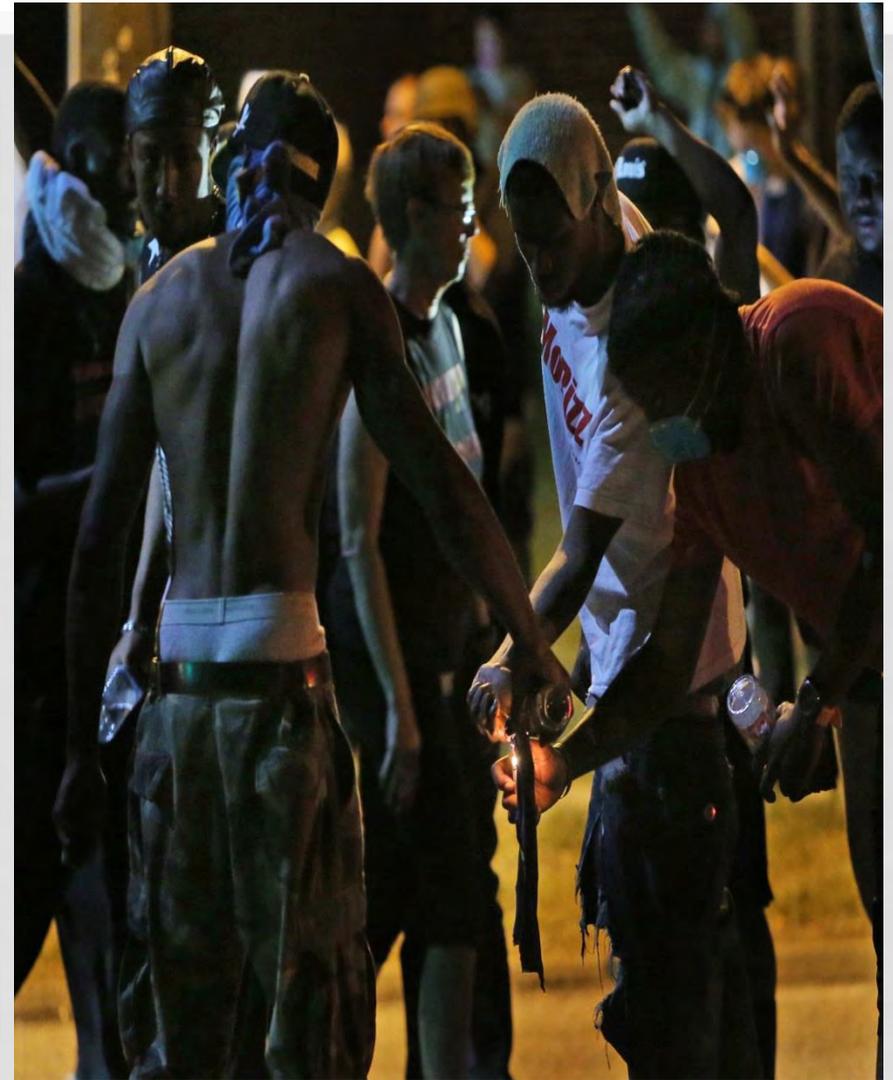
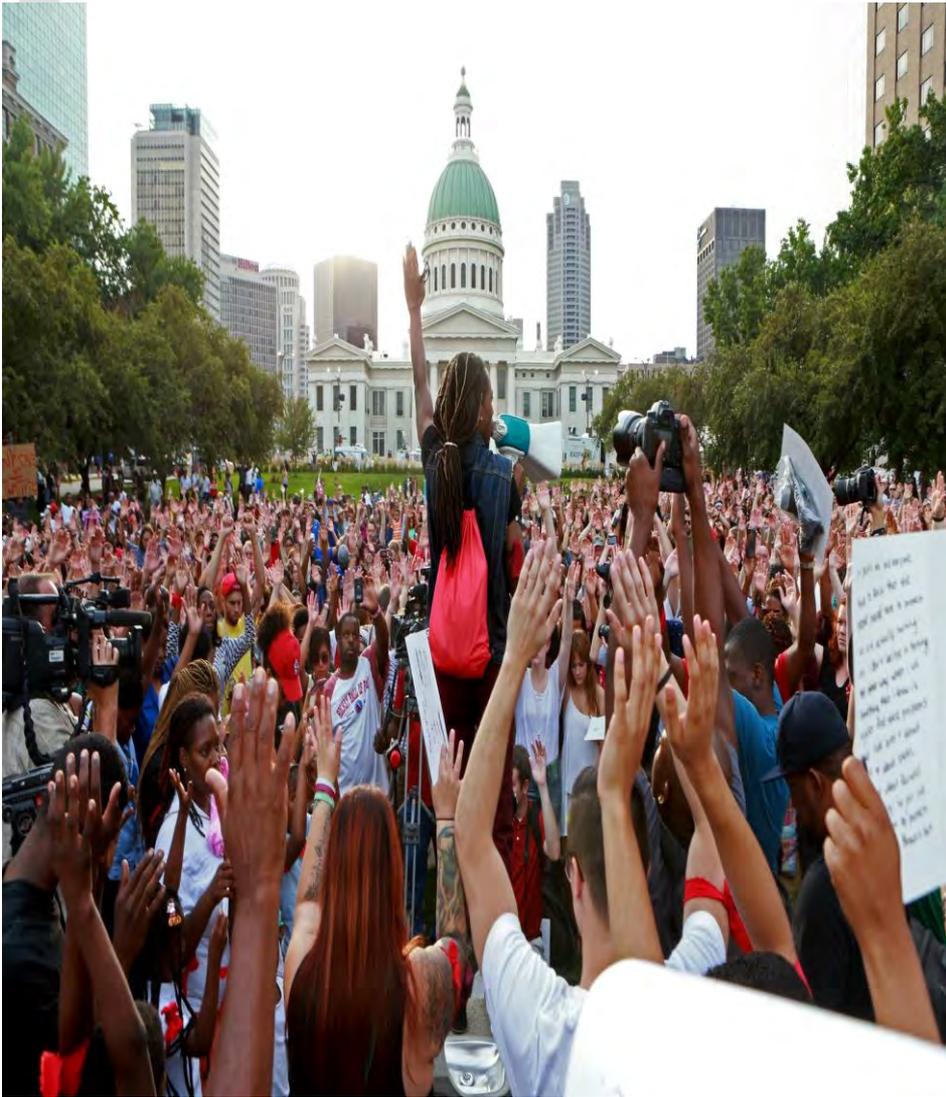


EOC ACTIVATION

August 19-27, 2014



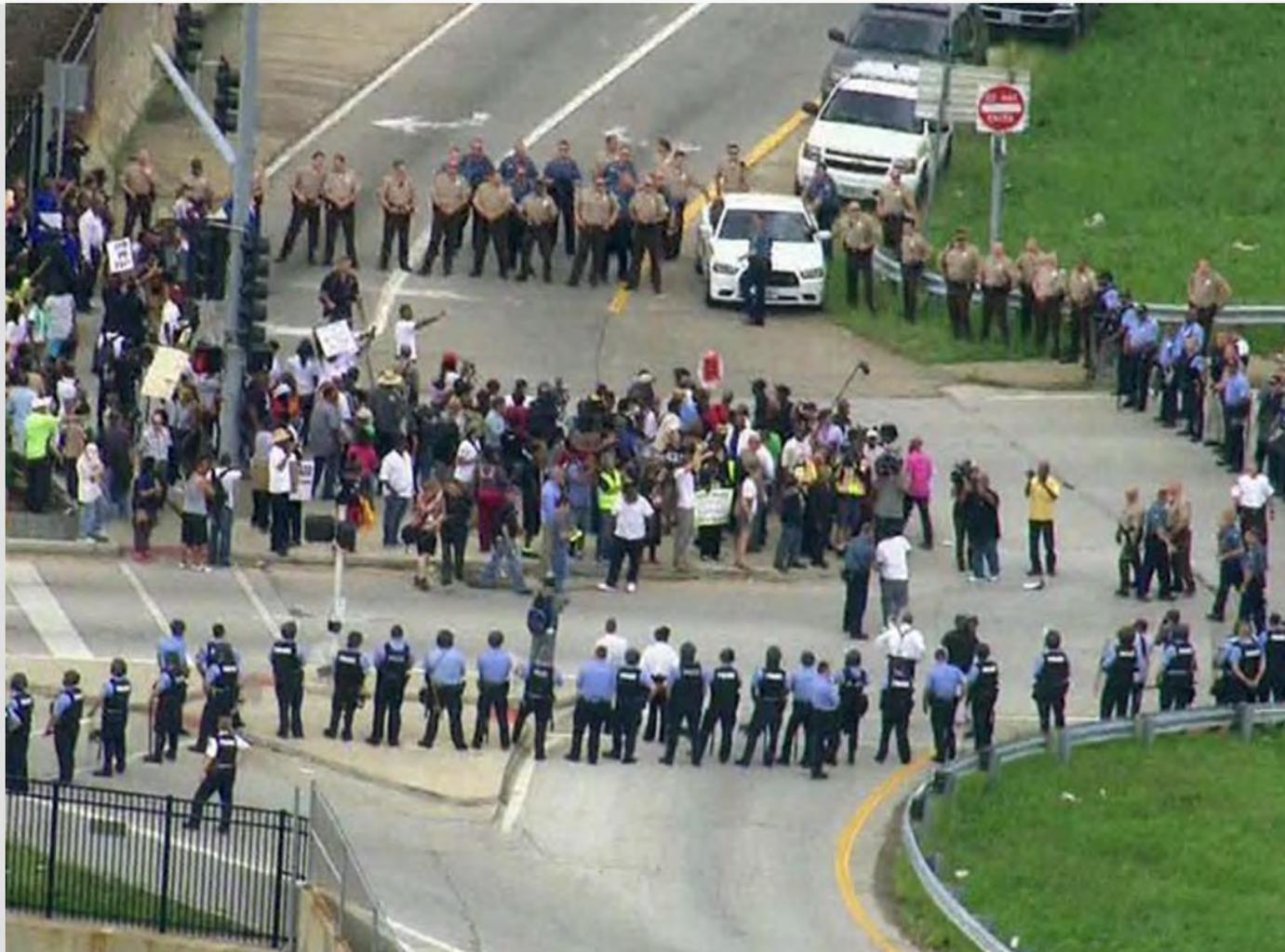
PEACEFUL VS VIOLENT



“THE DAILY CLEAN-UP”



HIGHWAY SHUTDOWN



“WEEKEND OF RESISTANCE”



GRAND JURY DECISION



MARCH 11-12, 2015



AUGUST 7-10, 2015



St. Louis County PD 
@stlcountypd

 Follow

(2/2) During the gunfire, at least 2 unmarked cars took shots
We will release more details when available

12:56 AM · 10 Aug 2015

  809  147

AUGUST 5 - 10, 2016



Robert Cohen

RobertCohen



Follow

Man hit by passing car at #MikeBrown protest in #Ferguson is carried to safety as shots fired at car.



475

355



10:42 PM · 8 Aug 2016

SOCIAL MEDIA IN EMERGENCY MANAGEMENT

“...the public is putting out better situational awareness than many of our own agencies can with our official datasets.”

Craig Fugate January 19, 2011

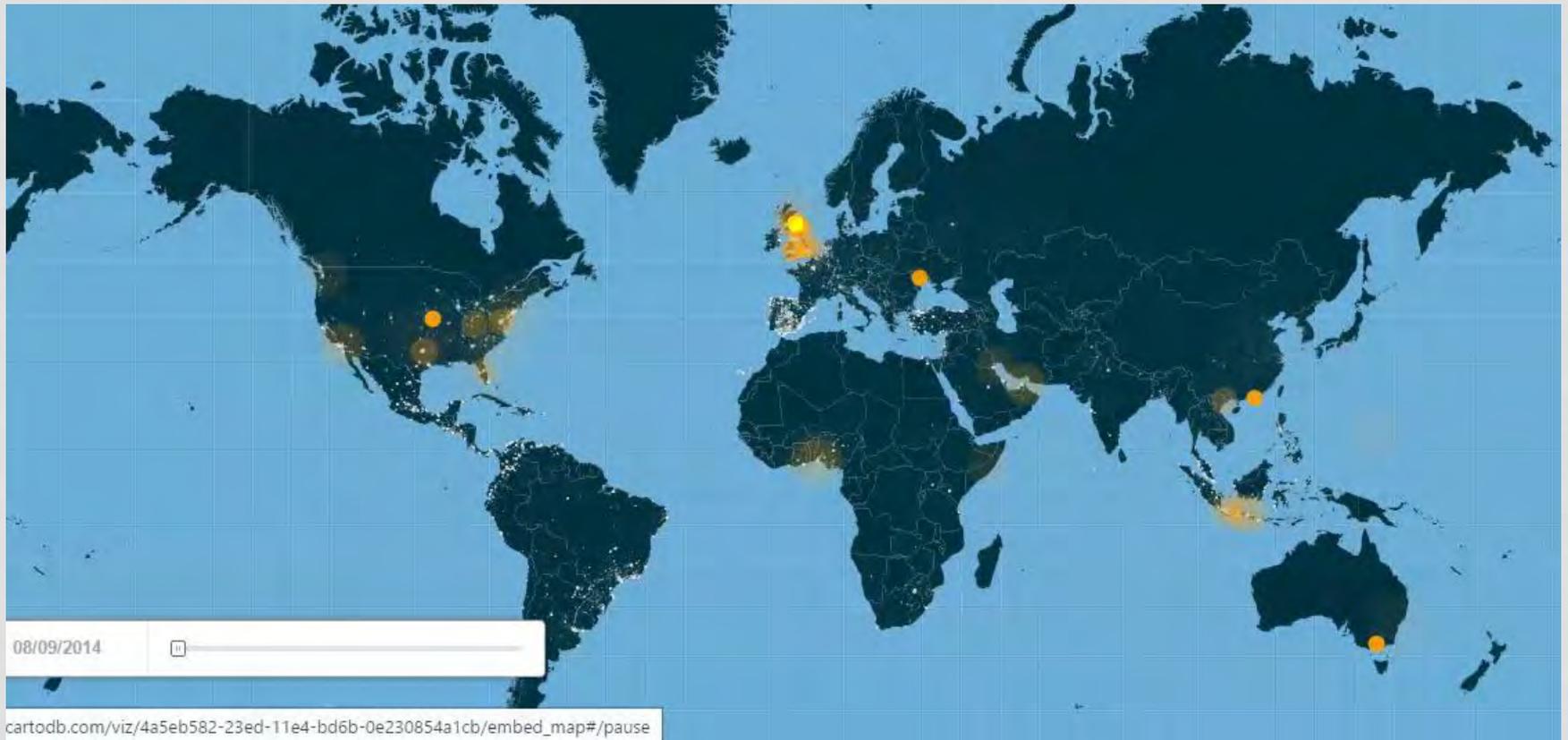


SOCIAL MEDIA

“A lie can travel half way around the world while the truth is putting on its shoes.”



TWITTER “EXPLOSION”



NO FILTER: SOCIAL MEDIA SHOW RAW VIEW OF #FERGUSON

"Because of social media, the police don't have control of this story," said David Karpf, assistant professor of Media and Public Affairs at George Washington University

SOCIAL MEDIA IN EMERGENCY MANAGEMENT



David Shuster

@DavidShuster



Following

A reporter once asked Eric Clapton how it felt to be the world's greatest guitar player. Clapton replied, "I don't know, ask Prince." #RIP

RETWEETS

943

LIKES

1,164



10:07 PM · 21 Apr 2016

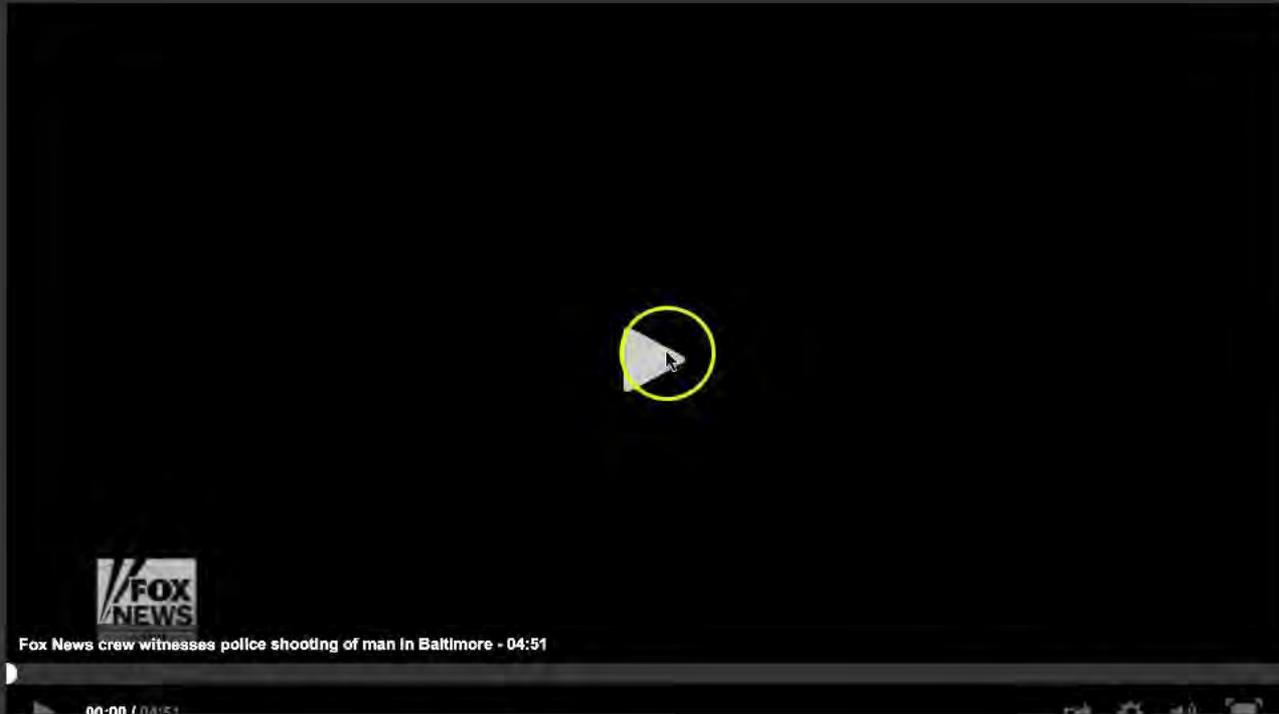


SOCIAL MEDIA IN EMERGENCY MANAGEMENT



FALSE

[http://www.snopes.com/eric-clapton-
quote-about-prince/](http://www.snopes.com/eric-clapton-quote-about-prince/)



Fox News crew witnesses police shooting of man in Baltimore - 04:51

Fox News crew witnesses police shooting of man in Baltimore

Recorded with

SCREENCASTOMATIC

May 04, 2015 - 4:51 - Mike Tobin describes the event.

Baltimore

3:13 PM



9 NEWS B

FOX NEWS
LIVE

WITNESS DESCRIBES NEW POLICE SHOOTING IN BALTIMORE

150 YRS AGO... TWAIN WORKED FOR WHAT IS NOW THE

NAS 17.11

SOCIAL MEDIA IN EMERGENCY MANAGEMENT

- SM can be used to quickly notify the public
- SM sites can communicate directly with the public
- Social Media is self correcting
 - Only true if those using social media know the truth



SOCIAL MEDIA LESSONS LEARNED

- Monitor all forms of Social Media
 - Rumor control
 - Situational Awareness
- Use Social Media to interact with the traditional media
- PIO/IC have to be on the same page
- Be aware of your own use

DOXING

- Short for “Dropping Docs”
 - Involves breaching someone's personal information and publishing it on the web
 - How and where?
 - You put info on Social media, online gaming, blogs, old websites, forums and web discussion.

DOXING

- What does it include?
 - Phone #, Address, City/State
 - Age
 - Credit/Banking info
 - Personal Photographs
 - Social Security #
 - Social Media Profile

HOW TO PROTECT YOURSELF FROM DOXING

- Protect yourself when hosting a website
 - Invest in WHOIS protection (conceal who is hosting the site)
- Protect your IP address
 - Use a trusted proxy or VPN for your IP address
 - (This will hide your IP when using free public wifi)
- Use multiple email addresses/passwords
- Restrict security settings on Social Media sites



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