

Social Media during Flooding

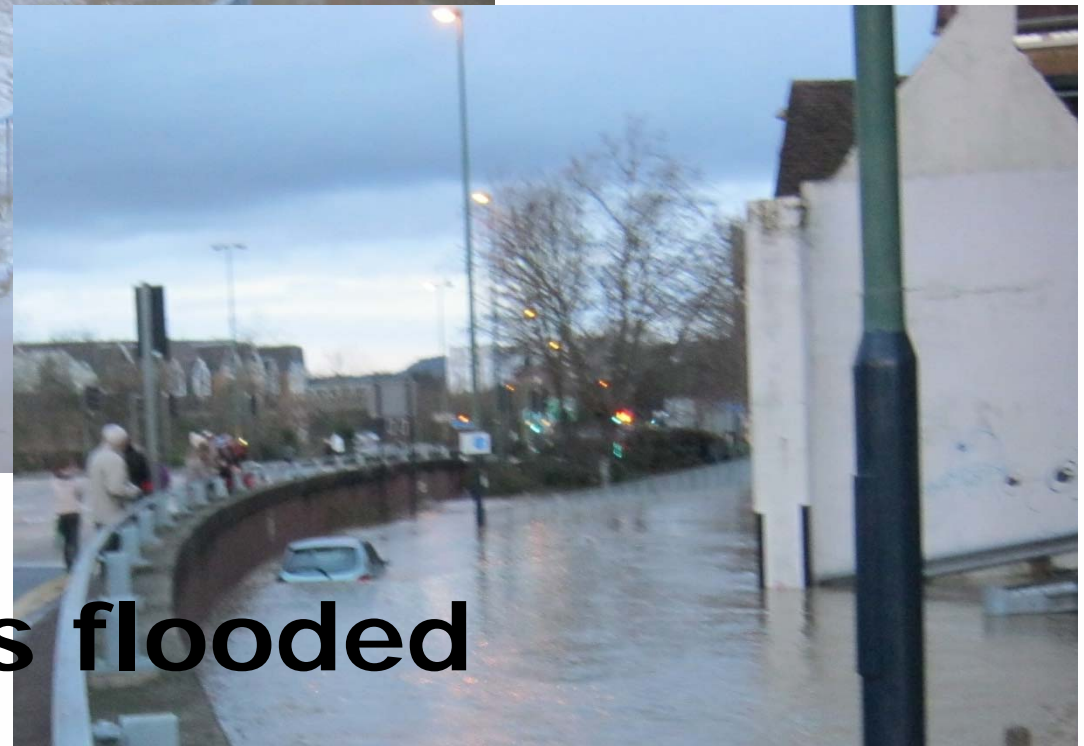
Louise Smith

Public Relations Officer – Maidstone Borough Council



Over 300 homes flooded

56 households evacuated



60 businesses flooded

Communications

- Online and offline
- Traditional & social media
- Internal & external
- Liaison with customer services, housing & emergency plan staff



Social Media

- Social media monitored 18 hours a day through the worst of the flooding
- Presence in emergency centre to help communication in both directions
- Huge boost to follower numbers
 - Twitter increased by 18%
 - Facebook increased by 29%

Reassuring Communities

Maidstone Borough Council
3 January 2014 · 🌐

FLOOD ADVICE FOR MAIDSTONE TOWN CENTRE
Clifford Way is at risk of flooding; an Incident Liaison Officer is on site for advice. Sandbags have been sent.
Subways are now flooding and water level is rising. Please be vigilant.
Advice is available at bit.ly/1fNnGy6

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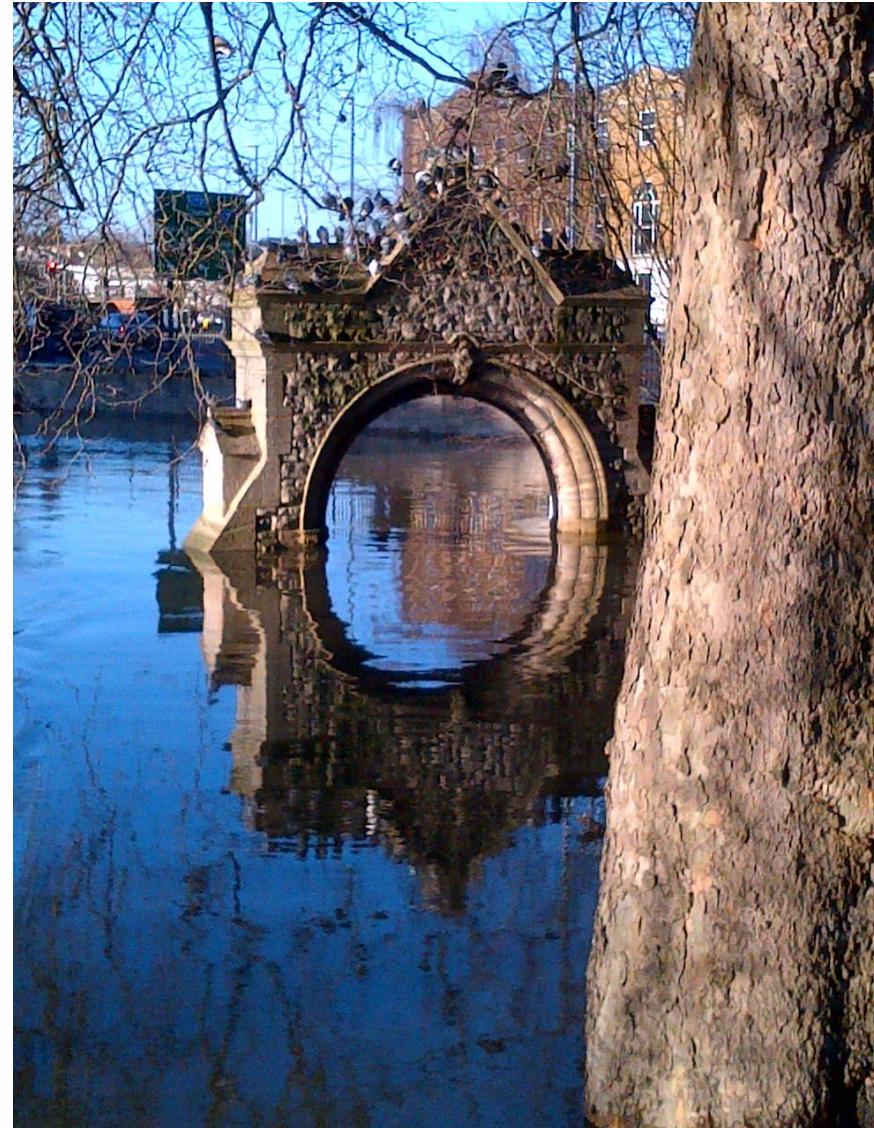
👍 Jenny Langrish, Party On The Hill (Local Business), Nadine Jackson and 6 others like this. [Most Relevant ▾](#)

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- Updates on everything
- Updates when nothing's happened
- Core hours are irrelevant

Gathering local intelligence & facilitating the response

- Social media monitoring
- Social media as customer services
- Completing the loop
- Maintaining relationships



Customer feedback

 **Maidstone Borough Council**
5 January 2014 · 🌐

FLOOD UPDATE – 05/01/14, 11:10am

RIVER LEVELS
Rainfall has been less than predicted over the last 48 hours, however river levels remain high and we advise residents to stay away from the water.
... See More



Severe Weather Updates
Although the flood waters in Maidstone have receded and the clean-up process has begun we are still aware of the weather situation and residents can contact the council for updates and information via a number of different channels.
MAIDSTONE.GOV.UK






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👍 Roger Grant, Sharon Roberts and 2 others like this.






 Write a comment...  





 Roger Grant you have done well Maidstone council roger and allison
Like · Reply · 5 January 2014 at 15:17

 **Jeremy Skyrme** @DrSkyrme · Jan 5
[@maidstonebc](#) Well done - all Maidstone followers appreciate the up-to-date tweets you've made. Enjoy your night!
   1   [View conversation](#)

 **Tom Phillips** @TomSprints · Jan 3
[@maidstonebc](#) Thanks. Concerned I'd lost it. You've been doing a grand job with these.
   1   [View conversation](#)

 **Gillian liversedge** @GLiversedge · Jan 3
[@maidstonebc](#) So impressed by all the updates re flooding. Thanks so much.
   1  

 **Squiders** @kris_jeary · Jan 1
Have to say [@maidstonebc](#) have been using twitter superbly, all days and times to keep residents informed. Good skills
  1  1  

 **michele k** @michelekavanag3 · Jan 1
[@maidstonebc](#) thanks so much - really impressed with you guys! X
   1   [View conversation](#)

Key Advice & Lessons Learned

- Plan
- Get to know your area
- Be in the emergency centre
- Social media isn't everything
- Big picture
- Look after each other!

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twitter.com/maidstonebc

facebook.com/maidstoneboroughcouncil