



Social Media Capabilities During a Disaster: *The role of social media in recent disasters and other events.*

**National Hurricane Conference
Orlando, FL
March 28, 2012**

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Presentation Outline

1. Update on how people are getting their news
2. Overview of social media and disasters
3. I.I.I.'s strategies and tactics for both traditional and social media before, during and after a disaster
4. What's next in disaster communications?

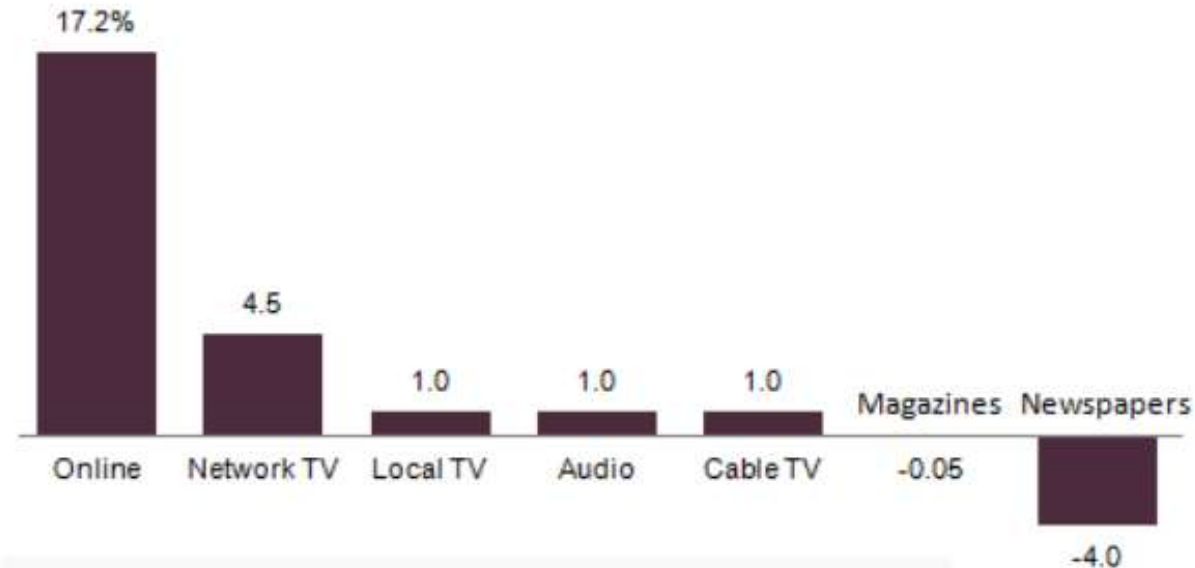
1. Update on how people are getting their news

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People are going online first when they need information

Web Continues to Dominate in Audience Growth

Percentage Change in Audience, 2010-2011



Source: Nielsen Media Research, the Audit Bureau of Circulation and Arbitron¹

Source: Pew Research Report, 2012 State of Media

1. Update on how people are getting their news

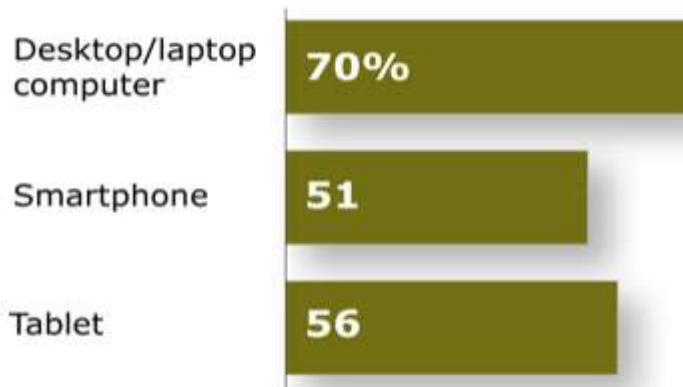
- The majority of Americans now get news through at least one digital, web-based device. While the desktop or laptop computer remains the primary digital platform for news (54% of Americans get news there), the number of consumers who get news on multiple digital devices is growing.
- Nearly a quarter of U.S. adults, 23%, now get news on at least two devices—a desktop/laptop computer *and* smartphone, a computer *and* a tablet, a tablet *and* a smartphone, or on all three.

1. Update on how people are getting their news

More than
three-quarters
of U.S. adults
own laptop or
desktop
computers

News consumption on digital devices

Percent of device owners who get news from...



N's: Desktop/laptop=2,342; smartphone=1,180; tablet=511

PEW RESEARCH CENTER'S PROJECT FOR
EXCELLENCE IN JOURNALISM
2012 STATE OF THE NEWS MEDIA

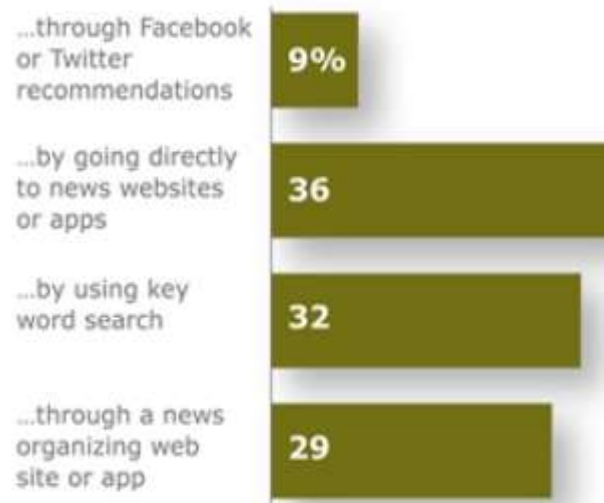
1. Update on how people are getting their news

Facebook and Twitter Are Still Relatively Small Drivers for News

- Over all, just 9% of digital news consumers very often follow news recommendations from Facebook or from Twitter on any of the three digital devices ([computers](#), [smartphones or tablets](#)).
- That compares with more than a third, 36%, who very often go directly to news organizations on one of their devices, 32% who get news from search very often, and 29% who turn to some sort of news organizer site or app.

Social media is not an overwhelming driver of news (yet)

Percent of U.S. adults who get news on any digital device very often...



N=3,016

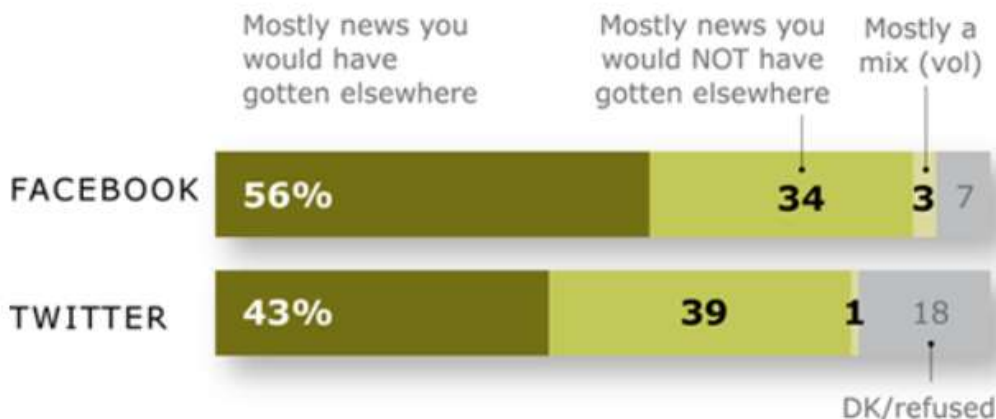
PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2012 STATE OF THE NEWS MEDIA

1. Update on how people are getting their news

On Twitter, with its somewhat broader mix of sources for news links, there was more sense that the news they encountered this way expanded knowledge or source list.

Twitter news is viewed as more unique

Percent who say the news they get on each platform is...



N's: Ever follow Facebook recommendations for news = 745;
ever follow Twitter recommendations for news = 239

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2012 STATE OF THE NEWS MEDIA

1. Update on how people are getting their news

Top news
sites
Where
people
Are going to
get news.

Top News Sites 2011, Nielsen	
Average Monthly Unique Visitors, 2011	
Site	Unique Audience (000)
Yahoo News	39,042
CNN Digital Network	34,617
MNSBC Digital Network	29,438
HuffingtonPost	22,578
ABC News Digital Network	18,199
Fox News Digital Network	17,846
NYTimes.com	16,647
BBC	13,878
CBS News Network	12,665
Google News	11,757
Washingtonpost.com	11,201
LA Times	10,864
Bing News	10,741
The Wall Street Journal	10,593
USAToday.com	9,239
Boston.com	8,491
Daily News Online	8,276
Examiner.com	8,160
Chicago Tribune	7,343
Gaurdian.co.uk	6,836
The Slate Group Websites	5,909
NPR	5,389
New York Post Holdings	5,062
Topix	4,814
Thetelegraph.com	971

1. Overview of social media and disasters

People turn to social media when a disaster happens – it is instant!

- It was a man on a ferry who was the first to tweet downloading a photo of the downed plane in the Hudson River in 2009.
- During the 2010 Haiti earthquake, "Victims posted on Facebook where they were trapped under the rubble. Rescuers were able to find them through their Facebook account.
- During the earthquake in Japan, Tokyo Electrical Power set up a Twitter account to keep people informed about radiation leaks, blackouts and repairs.
- In case an earthquake hits, your neighbor may be the first responder, if they are still alive.

Source: Doug Watson with Lab Four Career Training Institute

Average news response in a disaster

- A radio typically broadcasts it within 2.5 hours, followed by television coverage in three hours. It will be in print in about eight hours.
- On average, a reporter gets the information and sends it to a news agency where it is posted within two hours.

1. I.I.I.'s strategies and tactics for both traditional and social media before, during and after a disaster

Why The I.I.I. Uses Social Media

- As an educational and communications organization, the I.I.I. has a long history of sharing its Web content as a means of reaching as wide an audience of consumers and media as possible (we have had a content permissions request form available on the website for many years and process hundreds of requests a year)
- As with content sharing, social media presents another opportunity to distribute our content even more widely and to a more diverse audience—in keeping with our central mission



MY iii

- subscriptions
- profile
- searches
- shopping cart

INSURANCE TOPICS

PRESS ROOM

MEMBERS+SUBSCRIBERS

PUBLICATIONS+STORE

SERVICES

Home

INSURANCE TOOLS

Our handy insurance tools are for consumers, media, and industry insiders.

- >> DIRECTORY
- FIND AN INSURANCE COMPANY
- GLOSSARY OF INSURANCE TERMS
- AUTO CRASH TEST

EN ESPAÑOL

El Insurance Information Institute pone a su disposición los conceptos básicos necesarios para elegir y obtener protección para muchos de estos imprevistos que ponen en peligro la tranquilidad y las finanzas familiares.

Temporada De Huracanes ¿Cómo Prepararse?

¿Qué Son Los Diferentes Tipos De Anualidades?

ALL COVERAGE EN ESPAÑOL

PUBLICATIONS

Now it's easy for you to find all of our publications. We have everything from free consumer brochures, pamphlets and books and even downloadable versions of our publications that you can get right now online.



Insurance Handbook

A guide to the insurance industry for reporters, public policymakers,



WELCOME TO THE

Insurance Information Institute:

improving public understanding of insurance—what it does and how it works.

Member Company? REGISTER

User? SUBSCRIBE



iii spotlight

Regulation Modernization

JULY 20, 2010 | FULL STORY

Congress has approved a sweeping overhaul of financial services regulation. The Dodd Frank Wall Street Reform and Consumer Protection Act establishes the Federal Insurance Office (FIO), an entity that will report to Congress and the President on the insurance industry. For a summary of the new law, see the I.I.I.'s background paper on Regulation Modernization.

CONSUMERS

Making Sure Your Home Is Properly Covered for a Disaster

iii wire

Before Installing a Swimming Pool, Consider the Insurance and Safety Implications

With temperatures soaring, a pool might seem like a good idea, but it is important to educate yourself about water safety first.

JULY 08, 2010 | FULL STORY

As You Head Out for Vacation, Protect Your Home and Your Identity Against Burglars

NFIP Policies Cover Property Damage Caused by Oil in Flood Waters

Review Your Homeowners Policy For Hurricane Deductibles

blog > TERMS+CONDITIONS



Buyers' Market Continues

JULY 20, 2010

Financial Services Reform: Just the Beginning

JULY 19, 2010

ALL BLOG POSTS

Traditional Media is Still the Primary Focus for the I.I.I.

PRESS ROOM

[Bios and Photos](#)

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[I.I.I. Logos](#)

[I.I.I. Video](#)

[Inquiries](#)

[Press Releases](#)

[Features](#)

[All Press Releases En Español](#)

PUBLICATIONS

INTERNATIONAL INSURANCE FACT BOOK 2012

This 2012 edition shows an overview of life and nonlife world insurance market.

[I.I.I. Online Insurance Fact Book 2011](#)

[Online Financial Services Fact Book 2011](#)

SOFTWARE

[HOME INVENTORY SOFTWARE](#)

Press Releases

[↔ EN ESPAÑOL](#)

PRESS RELEASE ARCHIVE

[2001](#) | [2002](#) | [2003](#) | [2004](#) | [2005](#) | [2006](#) | [2007](#) | [2008](#) | [2009](#) | [2010](#) | [Current Year](#)

- **Buying a Used Car? Beware! Don't Be Tricked into Purchasing a Flood Damaged Car**
SEPTEMBER 22, 2011
- **Six Questions To Ask Before Buying A Life Insurance Policy**
SEPTEMBER 21, 2011
- **I.I.I. President Robert Hartwig Receives 2011 Chairman's Award From National Association Of Mutual Insurance Companies**
SEPTEMBER 21, 2011
- **Lessons Learned From Hurricane Irene Can Help You Prepare For Future Disasters**
SEPTEMBER 13, 2011
- **I.I.I. Reminds Businesses To Be Prepared With Proper Insurance and a Disaster Recovery Plan For Natural Disasters and Terrorist Acts**
SEPTEMBER 9, 2011

[🔍 AUTO CRASH TEST](#)

[➤ DIRECTORIES](#)

I.I.I. VIDEO

[How to Avoid Buying](#)



FACTS+STATISTICS

[Uninsured Motorists](#)

About 13.8 percent of uninsured in 2009, according to Insurance Research. Mississippi had the highest rate at 28 percent, and Massachusetts at 10 percent.

[ALL FACTS + STATISTICS](#)

[EN ESPAÑOL](#)

I.I.I. Disaster Newsroom



DISASTER NEWSROOM

Timely information about insurance and disasters

Press Room Toll-Free Claims Numbers Brochures Current Disasters Past Disasters About

CURRENT DISASTERS HURRICANE IRINE PRESS ROOM RESOURCES — Saturday, August 27, 2011 2:42

CONTACT INFORMATION FOR I.I.I. STAFF



Software



Brochure
Setting Claims After a Disaster

CURRENT DISASTERS HURRICANE IRINE PRESS ROOM RESOURCES

August 27, 2011 at 8:42 am · 0 Comments

CONTACT INFORMATION FOR I.I.I. STAFF

Insurance Experts Available This Weekend to Provide Information About Implications of Hurricane Irene

NEW YORK, August 26, 2011 — Reporters looking for insurance information on the insurance implications of hurricane Irene are encouraged to contact the Insurance Information Institute.

The I.I.I.'s media contacts and where they are located this weekend are:

Michael Barry (Long Island, NY)

Vice president, Media Relations at 917-923-6245, 516-437-2921 or michaelb@ii.org

Bill Davis (Atlanta, GA)

Southeastern Media Representative at 770-331-6278, 770-321-5150, 770-973-1685 or billjoe@bellsouth.net

Elianne Gonzalez (Miami, FL)

Hispanic Press Officer at 954-684-4410, 954-349-0055, elianneg@ii.org, eliannegonzalez@gmail.com or <http://twitter.com/ElianneGo>

Search



I.I.I. Links

I.I.I. Directory

I.I.I. Disaster Preparedness

I.I.I. En Español

I.I.I. Glossary

I.I.I. Issues Updates

I.I.I. Natural Disasters

I.I.I. Videos

Facts & Statistics

Recreation

Biking is the most dangerous sport, followed by basketball and football, based on injuries treated in hospital emergency rooms. Over 50,000 cyclists were injured in collisions with motor vehicles in 2009.

Facts & Stats: [Go](#)

External Links

American Red Cross

American Red Cross – Find Your Local Chapter

ASPCA – Disaster Preparedness

CDC Hurricanes

Federal Alliance for Safe Homes

FEMA

Institute for Business and Home Safety

During a major disaster, the I.I.I. is prepared to deploy its Disaster Newsroom as a means of getting information out to the public and the media as quickly and efficiently as possible.



HOMEOWNERS
+ RENTERS



AUTO



LIFE



BUSINESS

[SEARCH >](#)

Improving public understanding of insurance in Florida— what it does and how it works



STRAIGHT TALK *Blogging about insurance in Florida*

[+ Share This Story](#)



Sinkhole insurance and your options

AUGUST 16, 2010 |

Experts can predict the weather, but they can't predict **sinkholes**. We have more sinkholes in Florida than any other state, and some areas are more vulnerable to sinkholes, such as West Central Florida and Tampa Bay, and they open up when it is very dry or very wet. So, rainy season is hurricane season is sinkhole season.

[More](#)

MORE FROM THE STRAIGHT TALK BLOG

- Consumers benefit in fight against auto insurance fraud | AUGUST 13, 2010
- Sinkholes Sinking Citizens Insurance | JULY 30, 2010
- Got new stuff? Update your home inventory | JULY 26, 2010

INSURING FLORIDA WIRE

INSURANCE 101

Who regulates insurance companies?

Insurance is regulated by the states, with each state having its own set of statutes and rules. State insurance departments oversee insurer solvency, review market conduct, rule on requests for rate increases, among other things. Click on the link to learn more.

[FLORIDA OFFICE OF INSURANCE REGULATION](#)

SOFTWARE



BUSINESS
INVENTORY

Business Inventory Software

KNOW YOUR STUFF®
BUSINESS INVENTORY

Online inventory software specifically designed for businesses.

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HOME
INVENTORY

Home Inventory Software

KNOW YOUR STUFF®
HOME INVENTORY

Online software to help you create a room-by-room inventory

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I.I.I. VIDEO



Be A Responsible Dog Owner

Dogs may be man's best friend, but as an owner you are liable if your pet bites



MY iii

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- profile
- searches
- shopping cart

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PUBLICATIONS+STORE

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- + Consumer
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 - Auto Insurance
 - Claims Filing
 - Credit
 - Disability Insurance
 - Health Insurance
 - Homeowners and Renters Insurance
 - Life Insurance
 - Long-term Care Insurance
 - Safety and Mitigation
 - Specialty Insurance

Disasters and Risks

Insurance Industry

Features

All Coverage En Español

QUESTIONS?

ASK THE EXPERT

In our Ask the Expert section we address your most taxing insurance-related questions.

ASK A QUESTION

SOFTWARE

BUSINESS INVENTORY SOFTWARE

I.I.I. Video - Homeowners and Renters Insurance

[EN ESPAÑOL](#) | [B-ROLLS](#) | [ALL VIDEOS](#)


Ask an Insurance Question

Common questions about insurance relating to college students, rental cars, updating your policy and more.

PLAY

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YOUTUBE



Are You Underinsured?

Do you have enough insurance coverage to completely rebuild your home? Have you talked with your agent recently to update your policy? ... [Read More](#)

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Avoiding Insurance Mistakes

Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly ... [Read More](#)

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DOWNLOAD

YOUTUBE



Before Buying a Home

When it comes time to buy that dream house, the cost to insure it is often overlooked. The I.I.I. has created a checklist of important ... [Read More](#)

PLAY

GET EMBED CODE

YOUTUBE



Childproofing Your Home

Every year, five million infants and children are injured, sometimes even fatally, in their own homes. Find out how to

[AUTO CRASH TEST](#)
[GLOSSARY](#)
[DIRECTORIES](#)
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I.I.I. SPOTLIGHT

Institute for Business & Home Safety Research Center



The Institute for Business & Home Safety has created a unique, state-of-the-art, multi-risk applied research and training facility in Chester County, South Carolina. This facility will significantly advance building science by enabling researchers to more fully and accurately evaluate the impact of natural disasters on various residential and commercial construction materials and systems.

[FULL STORY](#)

I.I.I. VIDEO

Avoiding Insurance Mistakes: Five Tips



Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly protect yourself.

[ALL VIDEOS](#)

PRESENTATIONS



Dr. Robert P. Hartwig, CPCU

Workers Compensation Insurance: The Role of State Funds, Market Trends and Economic Influences

This PowerPoint report reviews the role that state funds play in the workers compensation insurance market, noting that social policy, history, economics, insurance market forces and politics have all played important roles in the development of modern workers comp systems, state funds and their structure.

Hurricane and Disaster Preparedness



Hurricane and Windstorm Deductibles

The National Hurricane Conference runs March 26-29. Its purpose...

I.I.I. VIDEO



Tax Deductible Losses

Some losses suffered due to a disaster could be tax deductible....

FACTS & STATISTICS



Wildfires

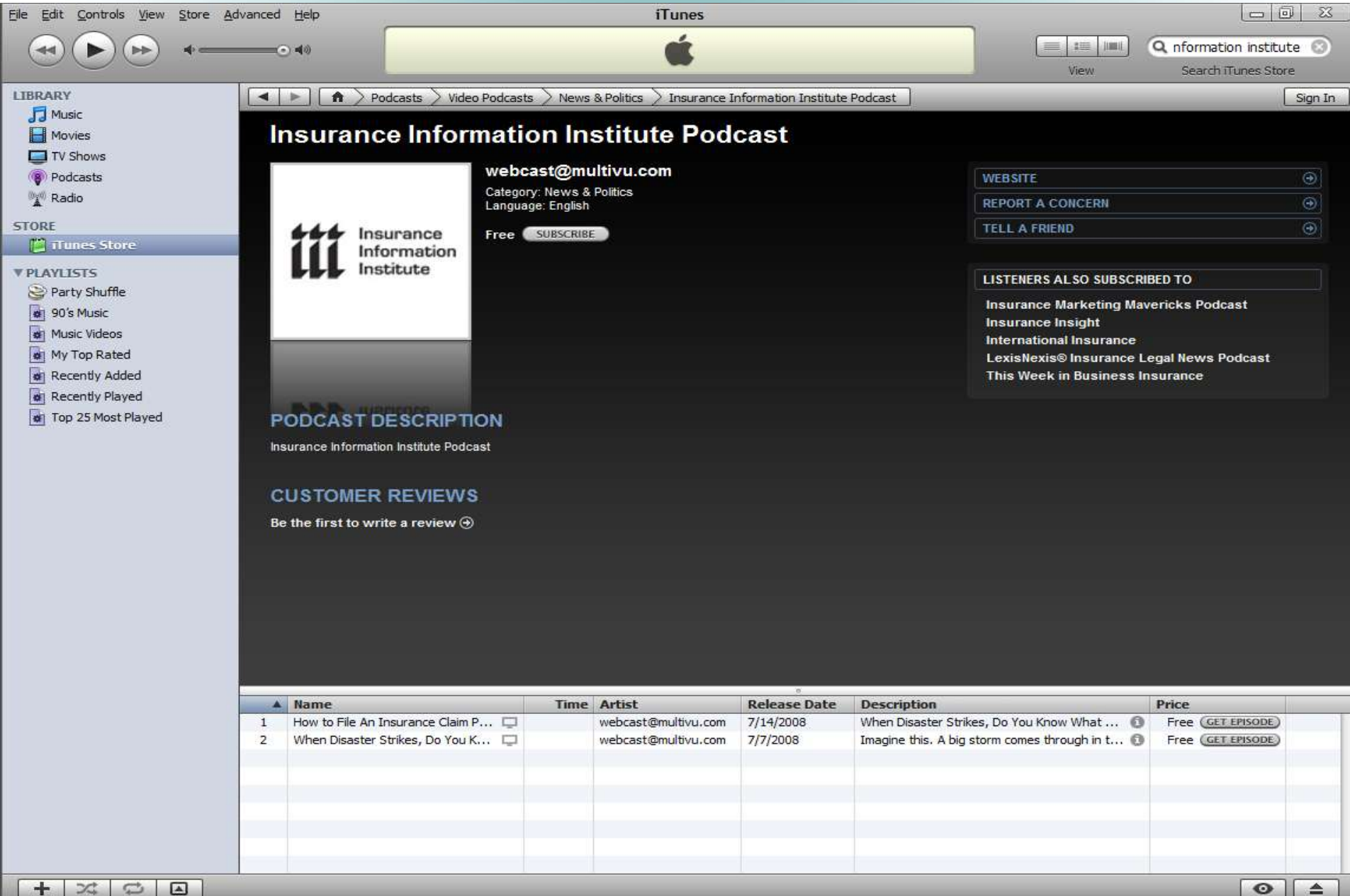
Over 900 homes were evacuated in the wake of a Colorado wildfire...

All Facts & Statistics



I.I.I. BLOG / TERMS & CONDITIONS

**INSURANCE
INFORMATION
INSTITUTE**



INSURANCE TOPICS	
Coverage	⊖
+ Business	
+ Consumer	
Disasters and Risks	⊕
Insurance Industry	⊕
Features	⊕
All Coverage En Español	

Insurance Coverage En Español

CONSUMER ANNUITIES

- ¿Qué es una anualidad?
- Sección de ayuda: Preguntas y respuestas
- ¿Cómo, cuándo y por qué considerar una anualidad como parte del panorama financiero?
- ¿Qué son los diferentes tipos de anualidades?
- ¿Cuáles son las diferencias entre una anualidad fija y una variable?
- ¿Cómo y dónde se adquiere una anualidad?
- ¿En qué se diferencian las anualidades de los seguros de vida?
- ¿Cuánto se debe invertir en una anualidad?
- ¿Cómo recibir las distribuciones o pagos de las anualidades?
- ¿Que son las diferencias entre anualidades diferidas y anualidades inmediatas, y qué es una anualidad vitalicia?
- DEFINICIONES BÁSICAS DE ANUALIDADES

AUTO INSURANCE

- ¿Cómo se hace un reclamo a su aseguradora de automoviles?
- ¿Cuáles son sus derechos cuando introduce un reclamo?
- ¿Cómo se determinan el valor y costo de reparación de su auto?
- ¿Puede su compañía de seguros requerirle el uso de cierto tipo de repuestos para reparar su auto?
- ¿Cuál es la diferencia entre una cancelación y la no renovación de una póliza?
- ¿Qué se incluye en un seguro de auto?
- ¿Qué factores influyen en el precio de una póliza de seguro de auto?
- ¿Se puede manejar legalmente sin seguro de auto?
- ¿Cómo influyen las leyes estatales de conducir a la hora de comprar seguro de auto?

 AUTO CRASH TEST	 GLOSSARY
» DIRECTORIES	 FIND A COMPANY

Much of the consumer information on the site is also available in Spanish

Free Web-based Software

 **Know Your Stuff® HOME INVENTORY**
Username (email):
Password:
[Forgot Password](#)
[2008 / 2009 KYS USER LOGIN](#) [LOGIN](#)

Welcome

to Know Your Stuff® – Home Inventory, the Insurance Information Institute's free online home inventory software. This application makes creating and updating your home inventory easy and efficient. And with our free, secure online storage you will have access to your inventory anywhere, any time. You never know when a disaster may strike, but you can be prepared with an up-to-date home inventory.



Are you a new user?

[START NOW](#)



Guided Tour

Find out all about the features offered by Know Your Stuff® – Home Inventory and how to use them.

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 **Know Your Stuff® BUSINESS INVENTORY**
Username (email):
Password:
[Forgot Password](#) [LOGIN](#)

[SHARE](#)

Welcome

to Know Your Stuff® Business Inventory, the Insurance Information Institute's online inventory software specifically designed for businesses. An up-to-date Business Inventory is an important component of disaster planning. It can help you:

- Purchase the right amount and type of insurance
- Substantiate property losses to make filing an insurance claim faster and easier

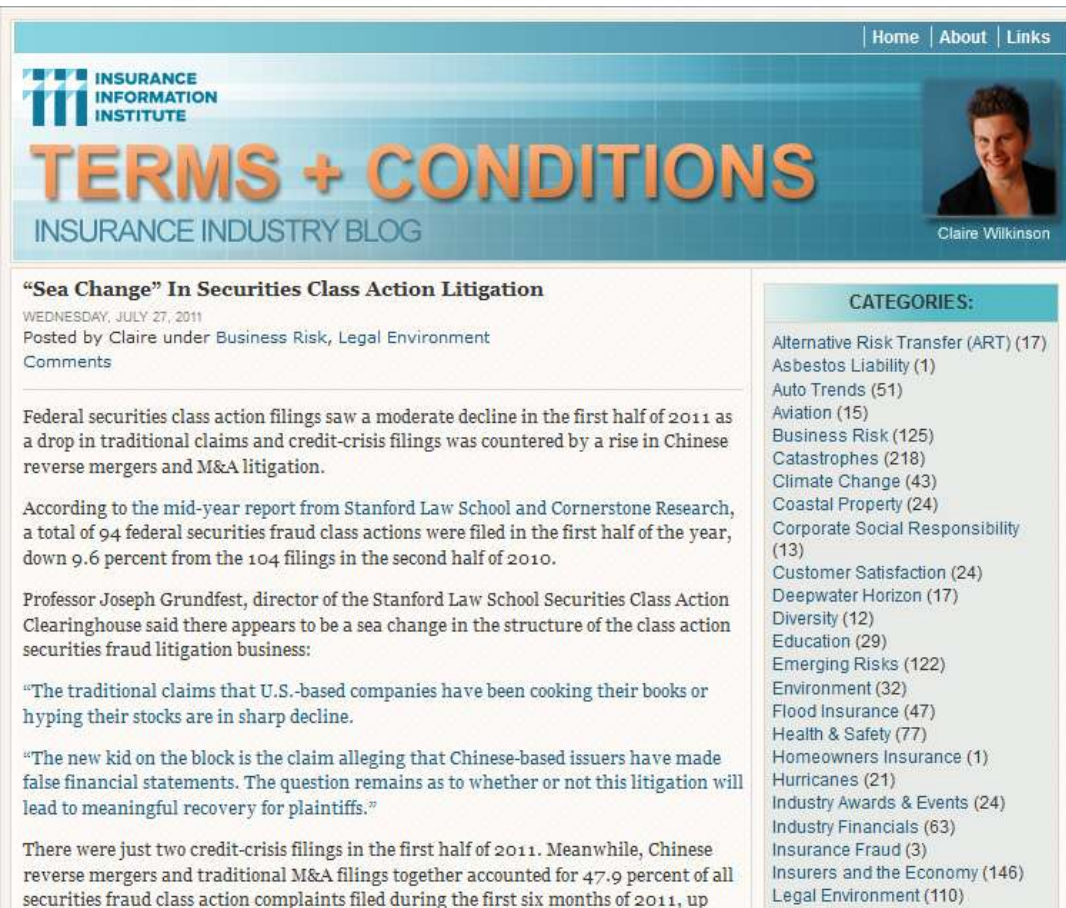
Know Your Stuff® – Business Inventory is a simple, affordable yet powerful and highly scalable application that makes creating, updating and keeping track of your business inventory easy and efficient. And with secure online storage you will have access to your inventory anywhere, any time.

- Only **\$9.95/ month**
- No hardware or support costs
- Hosted at Google and Integrated with Google Apps

		
Facebook: Follow the I.I.I. on Facebook and become a fan to stay connected on breaking news and current insurance topics. Post comments, share opinions and stories.	YouTube: Watch online videos covering a wide range of insurance topics in the extensive I.I.I. video library. Post comments and embed videos to your company's website or blog.	Terms + Conditions blog: Claire Wilkinson's insurance industry blog provides timely information and discussion on contemporary insurance topics.
http://www.facebook.com/InsuranceInformationInstitute	http://www.youtube.com/user/iiivideo	http://www.iii.org/insuranceindustryblog/

		
I.I.I. Insurance Matters website: A site to help public policymakers better understand the unique role played by insurers in managing risk.	Insuring Florida website: An informative site focusing on insurance matters specific to Florida. Includes Lynne McChristian's "Straight Talk" blog.	Twitter: Follow one or all of the I.I.I. feeds to get timely information in your specific area of interest
http://www.iii-insurancematters.org	http://www.insuringflorida.org/	 http://www.twitter.com/iiiorg  http://twitter.com/Bob_Hartwig  http://twitter.com/JeanneSalvatore  http://twitter.com/L_Worters  http://twitter.com/ElianneGo  http://twitter.com/III_Research  http://twitter.com/InsuringFLA  http://twitter.com/IIIindustryblog

I.I.I. Blogs: Terms+Conditions



The screenshot shows the homepage of the Insurance Information Institute's "Terms + Conditions" blog. The header includes the I.I.I. logo, the title "TERMS + CONDITIONS", and the subtitle "INSURANCE INDUSTRY BLOG". A navigation bar at the top right contains links for "Home", "About", and "Links". A profile picture of Claire Wilkinson is shown next to her name. The main content area features a post titled "Sea Change" In Securities Class Action Litigation, dated Wednesday, July 27, 2011, posted by Claire Wilkinson. The post text discusses a moderate decline in federal securities class action filings in the first half of 2011, a rise in Chinese reverse mergers and M&A litigation, and a sea change in the structure of class action securities fraud litigation. A sidebar on the right lists various categories with their respective counts, such as Alternative Risk Transfer (ART) (17), Asbestos Liability (1), Auto Trends (51), Aviation (15), Business Risk (125), Catastrophes (218), Climate Change (43), Coastal Property (24), Corporate Social Responsibility (13), Customer Satisfaction (24), Deepwater Horizon (17), Diversity (12), Education (29), Emerging Risks (122), Environment (32), Flood Insurance (47), Health & Safety (77), Homeowners Insurance (1), Hurricanes (21), Industry Awards & Events (24), Industry Financials (63), Insurance Fraud (3), Insurers and the Economy (146), and Legal Environment (110).

Home | About | Links

INSURANCE
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INSURANCE INDUSTRY BLOG

Claire Wilkinson

"Sea Change" In Securities Class Action Litigation

WEDNESDAY, JULY 27, 2011
Posted by Claire under Business Risk, Legal Environment
Comments

Federal securities class action filings saw a moderate decline in the first half of 2011 as a drop in traditional claims and credit-crisis filings was countered by a rise in Chinese reverse mergers and M&A litigation.

According to the mid-year report from Stanford Law School and Cornerstone Research, a total of 94 federal securities fraud class actions were filed in the first half of the year, down 9.6 percent from the 104 filings in the second half of 2010.

Professor Joseph Grundfest, director of the Stanford Law School Securities Class Action Clearinghouse said there appears to be a sea change in the structure of the class action securities fraud litigation business:

"The traditional claims that U.S.-based companies have been cooking their books or hyping their stocks are in sharp decline.

"The new kid on the block is the claim alleging that Chinese-based issuers have made false financial statements. The question remains as to whether or not this litigation will lead to meaningful recovery for plaintiffs."

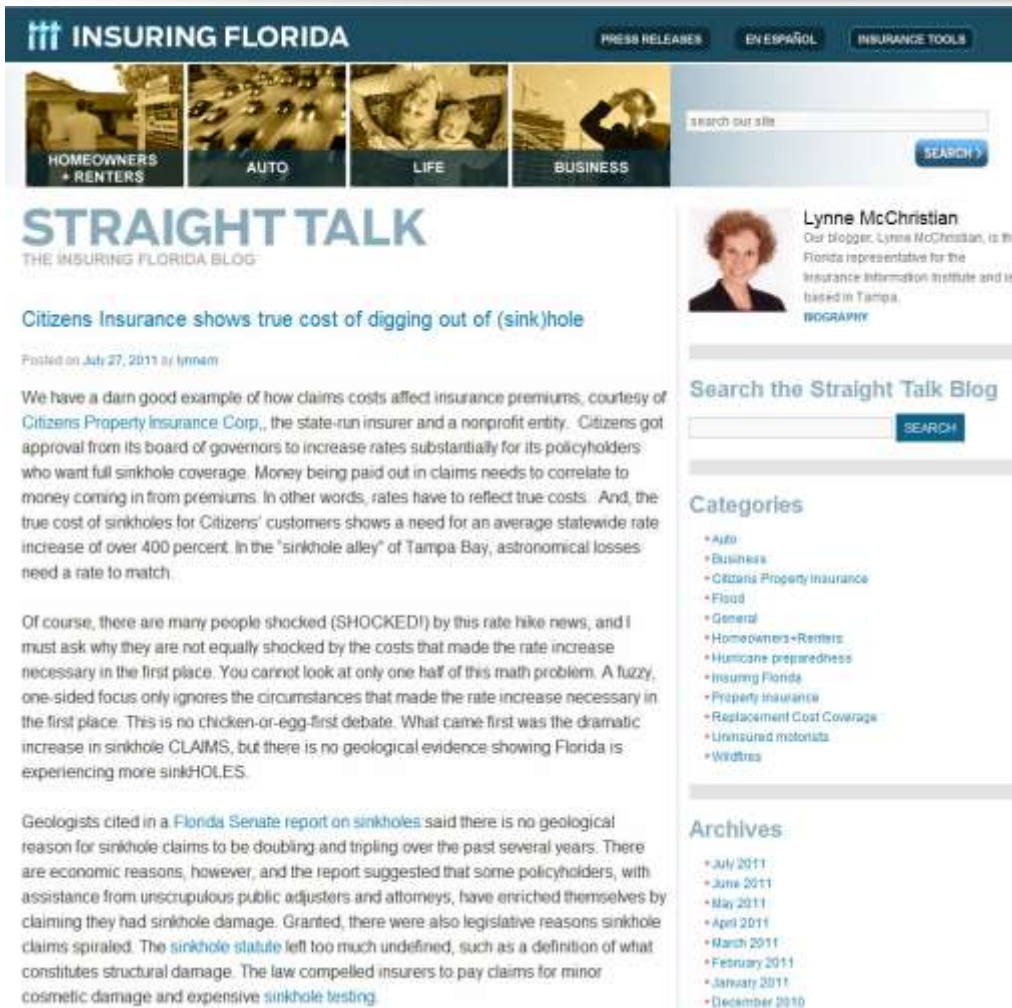
There were just two credit-crisis filings in the first half of 2011. Meanwhile, Chinese reverse mergers and traditional M&A filings together accounted for 47.9 percent of all securities fraud class action complaints filed during the first six months of 2011, up

CATEGORIES:

- Alternative Risk Transfer (ART) (17)
- Asbestos Liability (1)
- Auto Trends (51)
- Aviation (15)
- Business Risk (125)
- Catastrophes (218)
- Climate Change (43)
- Coastal Property (24)
- Corporate Social Responsibility (13)
- Customer Satisfaction (24)
- Deepwater Horizon (17)
- Diversity (12)
- Education (29)
- Emerging Risks (122)
- Environment (32)
- Flood Insurance (47)
- Health & Safety (77)
- Homeowners Insurance (1)
- Hurricanes (21)
- Industry Awards & Events (24)
- Industry Financials (63)
- Insurance Fraud (3)
- Insurers and the Economy (146)
- Legal Environment (110)

- Industry blog launched April 2007
- Average number of page views/month: 3,200
- Updated minimum of 3x/week, often more
- Claire Wilkinson regularly featured as guest blogger for Property/Casualty 360 blog; Loretta Worters for Equifax blog (through ThinkGlink content distribution network)
- AREAS OF COORDINATION?
 - Following and commenting on/linking to appropriate insurance industry blogs
 - Guest blogging for member companies, other organizations

I.I.I. Blogs: Straight Talk



The screenshot shows the homepage of the 'Insuring Florida' blog, titled 'STRAIGHT TALK THE INSURING FLORIDA BLOG'. The header includes the 'INSURING FLORIDA' logo, navigation links for 'PRESS RELEASES', 'EN ESPAÑOL', and 'INSURANCE TOOLS', and a search bar. Below the header are four category tiles: 'HOMEOWNERS + RENTERS', 'AUTO', 'LIFE', and 'BUSINESS'. The main content area features a post titled 'Citizens Insurance shows true cost of digging out of (sink)hole' by Lynne McChristian, dated July 27, 2011. The post text discusses the impact of sinkhole claims on insurance rates in Tampa Bay. To the right of the post is a sidebar with a search bar, a 'Categories' list (including Auto, Business, Citizens Property Insurance, Flood, General, Homeowners+Renters, Hurricane preparedness, Insuring Florida, Property Insurance, Replacement Cost Coverage, Uninsured motorists, and Writings), and an 'Archives' list (from July 2011 to December 2010).

- Insuring Florida blog launched November 2008
- Average number of page views/month: 500
- Updated 1x/week
- Featured on Florida Underwriter home page
- AREAS OF COORDINATION?
 - Following and commenting on/linking to appropriate insurance industry/member company blogs

Telling Personal Stories...



The screenshot shows a Windows Internet Explorer browser window displaying the Insurance Information Institute website. The address bar shows the URL: http://www.iii.org/video/personal_stories_the_hodas_discuss_checking_insurance_policies_regularly.html. The website header includes the I.I.I. logo, navigation links (Log In, Register, advanced search, SEARCH III), and user account links (MY III, subscriptions, profile, searches, shopping cart). The main navigation bar includes links for PRESS ROOM, MEMBERS+SUBSCRIBERS, PUBLICATIONS+STORE, and SERVICES. The page title is "Personal Stories: The Hodas Discuss Checking Insurance Policies Regularly". The main content area features a video player with a play button overlay. Below the video, the text reads: "PERSONAL STORIES: THE HODAS, CHECKING POLICIES" and "In the aftermath of Hurricane Katrina, Gene Hoda recommends checking insurance policies regularly to make sure you have enough coverage." The left sidebar contains a "Coverage" menu with links for Business (Commercial Auto, Liability Insurance, Property Insurance, Specialty Business Insurance, Workers Compensation, Business Insurance - General) and Consumer (Disasters and Risks, Insurance Industry, Features, All Coverage in Spanish). The right sidebar includes a "L.I.I. SPOTLIGHT" section titled "Property/Casualty Insurance and Systemic Risk" and a "L.I.I. VIDEO" section titled "Choosing an Insurance Company".

Video

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iiiorg - Sets

Joplin, Missouri Tornadoes

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16 photos | 78 views | [Add a comment?](#)

Items are from between 25 May 2011 & 28 May 2011.

 [Feed](#) — Subscribe to the set "Joplin, Missouri Tornadoes"

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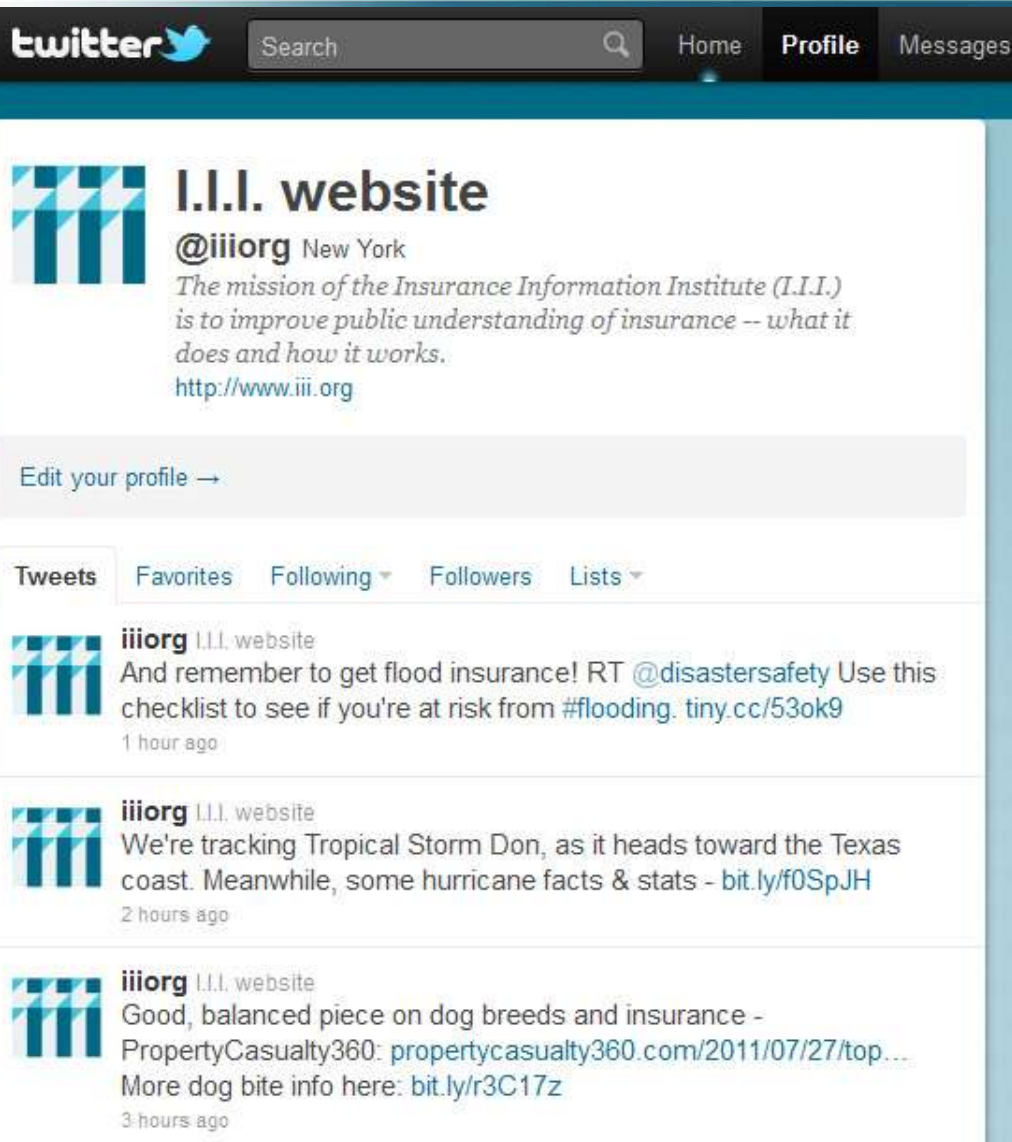
I.I.I. On Facebook



The screenshot shows the Facebook profile of the Insurance Information Institute (I.I.I.). The page header includes the Facebook logo and a search bar. The profile picture is the I.I.I. logo, a stylized 'III' in blue and white. The cover photo is a collage of five images: a group of people, a man in a suit, a car, a building, and a car. The page is set to 'Non-Profit Organization' in 'New York, New York'. The 'Wall' section shows a post from the I.I.I. about Tropical Storm Don, including a pie chart titled 'III - Hurricanes' and a link to 'www.iii.org'. Below this is another post about a LIFE/LIMRA study, featuring a tree logo and the text 'LIFE Insurance Purchasing Habits Changing as One in Four Consumers Now Prefer to Buy Direct'. The left sidebar shows the 'Wall' tab selected, with options for Hidden Posts, Info, Photos, Discussions, Reviews, Links, Video, Notes, and More. The 'About' section describes the I.I.I. as a non-profit communications and consumer education organization. The '445 people like this' section is visible at the bottom.

- I.I.I. Facebook Page created October 2009
- 445 Likes
- Updated several times per week; all press releases, Issues Updates notifications, new content, including videos
- In addition: photos from I.I.I. events such as JIF, notable presentations, etc; links to I.I.I. spokespersons in the news; links to industry-related content such as studies, surveys from other organizations. This provides a more personal touch than is possible on the website
- Plus: Facebook has proven to be a steady, consistent driver of traffic to the website, getting users to the content they need
- AREAS OF COORDINATION?
 - Consider customizing I.I.I. Page and setting up separate subpage to highlight member company activities

I.I.I. On Twitter



The screenshot shows the Twitter profile of @iiiorg. The header includes the Twitter logo, a search bar, and navigation links for Home, Profile, and Messages. The profile section features the I.I.I. logo, the name 'I.I.I. website', the handle '@iiiorg', and the location 'New York'. A bio states: 'The mission of the Insurance Information Institute (I.I.I.) is to improve public understanding of insurance -- what it does and how it works.' with the website URL 'http://www.iii.org'. Below the bio is a link to 'Edit your profile'. The 'Tweets' tab is selected, showing three recent tweets. Each tweet includes the I.I.I. logo, the handle '@iiiorg', and the text of the tweet.

I.I.I. website
@iiiorg New York
The mission of the Insurance Information Institute (I.I.I.) is to improve public understanding of insurance -- what it does and how it works.
<http://www.iii.org>

Edit your profile →

Tweets Favorites Following Followers Lists

iiiorg I.I.I. website
And remember to get flood insurance! RT @disastersafety Use this checklist to see if you're at risk from #flooding. tiny.cc/53ok9
1 hour ago

iiiorg I.I.I. website
We're tracking Tropical Storm Don, as it heads toward the Texas coast. Meanwhile, some hurricane facts & stats - bit.ly/f0SpJH
2 hours ago

iiiorg I.I.I. website
Good, balanced piece on dog breeds and insurance - PropertyCasualty360: propertycasualty360.com/2011/07/27/top...
More dog bite info here: bit.ly/r3C17z
3 hours ago

- @iiiorg created May 2009
- 1,656 Followers
- Updated daily when possible/relevant
- Posts new I.I.I. content, along with interesting industry related information, including technology/finance
- Other 'official' feeds: III_Research (995), IIIindustryblog (1025), @InsuringFLA (374)
- Plus: Networking with other groups/member companies disseminates information to a wider variety of people than we would ever be able to reach otherwise
- AREAS OF COORDINATION?
 - Compile and follow list of member company Twitter feeds
 - Comment/retweet as appropriate
 - Notify in advance of specific campaigns so as to coordinate Twitter activity (e.g. I.I.I./IBHS Twitter/blog coordinating for opening of research center)

I.I.I. On YouTube



The screenshot shows the I.I.I. YouTube channel page. At the top is the YouTube logo and navigation links: Search, Browse, Movies, Upload, and a user profile icon for ACBasora. Below this is the channel header for "I.I.I.'s Video Library" with a "Subscribe" button and an "Uploads" tab. The main video player displays "Disaster Planning with Pets" with a play button overlay. Below the player are links for Info, Favorite, Share, Playlists, and Flag. The video description states: "Disaster Planning with Pets From iivideo · Jun 25, 2011 · 23 views. It's an all too common tragedy, beloved pets lost or abandoned in the wake of a disaster. The Insurance Information Institute says there are steps you can take now to protect yourself, your loved ones AND your pets. To learn more about disasters and insurance, check out <http://www.iii.org> (more info)". To the right of the player is a search bar and a list of recent uploads: "Disaster Planning with Pets" (23 views, 8 days ago), "Insurance for the Small Business" (21 views, 1 month ago), "Tips on Being a Responsible Dog" (19 views, 1 month ago), "Tips on Hurricane and Disaster" (12 views, 1 month ago), "Five Years After Katrina: Lessons" (112 views, 1 year ago), "How to Pick a Lightning Protection" (1,007 views, 1 year ago), and another "Disaster Planning with Pets" video. At the bottom left is the channel profile for "iivideo" with a "Subscribe" button, "Add as Friend", "Block User", and "Send Message" options. The profile shows 6,586 channel views and 518,931 total upload views. The bottom right section, "Recent Activity", shows two uploads: "Disaster Planning with Pets" (16 days ago) and "Insurance for the Small Business Owner" (1 month ago).

- Page created March 2007
- Over 125 I.I.I. videos posted
- Most viewed: "Road Rage" (219,132 views)
- Individual videos also linked to YouTube versions off website; YouTube embed code provided for sharing
- AREAS OF COORDINATION?
 - Post relevant videos on member company channels, embed on company websites?

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Social Media Dashboard - Post, Engage, Measure, Everything you need to manage your social media presence

Edit Profile View Profile

Andrea Basora Edit
Vice President - Digital Communications
Greater New York City Area · Think Tanks

Andrea Basora Pools are a great way to escape the heat, but can be dangerous, with over 3,400 fatal drownings in the U.S. annually - <http://bit.ly/olA3om> via Twitter 38

2 hours ago · Like · Comment · Share · See all activity · Post an update

Current

- Vice President - Digital Communications at Insurance Information Institute Edit
- + Add a current position

Past

- Managing Editor, Multimedia at Pearson Education
- Associate Editor at Newsweek.com
- Adjunct Professor at St. Louis University see all

Education

- Yale University
- Columbia University in the City of New York

Recommendations + Ask for a recommendation

Connections 178 connections

Websites

- Company Website Edit

Twitter [@iorg](#) Edit

Public Profile <http://www.linkedin.com/pub/andrea-basora/2/35a/0> Edit

Share PDF Print

Groups You've Joined Following Groups You May Like Groups Directory

Groups You've Joined (10) Reorder

-  Columbia Alumni Association Network
-  Columbia College, Columbia University in the City of New York
-  Innovation in Journalism
-  Ivy League Alumni
-  Journal of Insurance Operations
-  Mobile Technology for Nonprofit Organizations
-  Social Media - Insurance and Reinsurance
-  Social Media for Nonprofit Organizations
-  Social Media Today
-  Yale University Alumni

- No official I.I.I. presence on LinkedIn
- However with profile linked to I.I.I. Twitter feed, LinkedIn has become a major referral source to I.I.I. website
- AREAS OF COORDINATION?
-Consider setting up an insurance issues/social media discussion group

I.I.I. Social Media Outreach

How It All Works Together – Japan Earthquake

facebook

Search



Insurance Information Institute

Local Business · New York, New York · Edit Info



Wall

Insurance Information Ins... · Most Recent ▼

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Write something...



Insurance Information Institute

WATCH: Dr. Hartwig speaks briefly about the insurance implications of the Japanese earthquake (with link to his full presentation).



III - Dr. Hartwig Talks about the Insurance Impact of the Earthquake in Japan

www.iii.org

3 hours ago · Like · Comment · Share



Insurance Information Institute

LISTEN: I.I.I.'s president, Dr. Hartwig, talks about the earthquake impact in Japan.



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www.3.ambest.com

Video coverage of insurance topics and interviews with insurance professionals by the staff of the A.M. Best Company, publisher of Best's Review, BestWeek, BestWire, Special Reports and more.

6 hours ago · Like · Comment · Share



Insurance Information Institute

Looking for information about the Japan earthquake and tsunamis? Check out our resource page:



III - Japan Earthquake and Pacific Tsunamis

www.iii.org



@Bob_Hartwig

Robert Hartwig

Media with question on the massive quake in Japan call me at 917-453-1885 or email at bobh@iii.org. Info to be posted to www.iii.org soon.

11 Mar via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply



@iiiorg

I.I.I. website

We've been updating our Japan Earthquake page with the latest facts and statistics, and audio from **@Bob_Hartwig** - <http://bitly.com/iaVw2F>

1 hour ago via web ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by OFarmersInsure and others



@iiiorg

I.I.I. website

I.I.I. news release: **#Japan Earthquake** Could be One of the Costliest In History - <http://bit.ly/gTqi8i> **#tsunami**

11 Mar via TweetDeck ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by mjaneczewski and others

Hidden Posts

- Info
- Photos
- Discussions
- Reviews
- Links
- Video
- Notes
- More ▼

362

people like this

Likes

See All



Chase Community Giving



International Rescue Committee



CDC



NeighborWorks America



Remember the Triangle Fire

I.I.I. Social Media Outreach

What's Next?

Along with continuing to grow our existing social media networks, in 2012 we plan to focus on:

- Producing more creative, low budget YouTube style videos that have the potential to reach a wider, younger audience through viral sharing
- Creating a series of insurance related mobile apps for iPhone and Android to make it easy for users to have the information they need literally at their fingertips. For example, homeowners and auto insurance checklists, and a home inventory app tied to our already popular and established software product

I.I.I. Disaster Prep App



I.I.I. Disaster Prep App

The I.I.I. Disaster Prep app for iPhone will be more than a checklist; it will also function as a project management tool so that individuals and families can effectively plan the steps involved in protecting life and property.

In a time of a crisis, time is of the essence. We have devised this tool to provide real time information of the crisis as well as aid people in making decisions and taking actions that are timely and critical.

Features:

- A series of default checklists that cover everything a person needs to do in a time of crisis.
- The ability to create new checklists or customize, edit and add notes to default lists.
- The ability to assign tasks on the lists to other members of the household.
- A progress bar that indicates percentage of tasks completed and percentage not completed (in the not completed percentage). This progress bar will reflect when tasks are completed so the user is able to identify quickly where they stand in their evacuation/disaster prep plan.
- Alerts if a task is not completed.
- Geotargeted emergency alerts feed to provide details about the current state of the emergency/disaster.

I.I.I. Social Media Outreach

What's Next?

- Four Square and other location -based social media can be a valuable tool in the aftermath of a disaster.
- Experimenting with infographics and extranormal videos.

Location based sites

foursquare

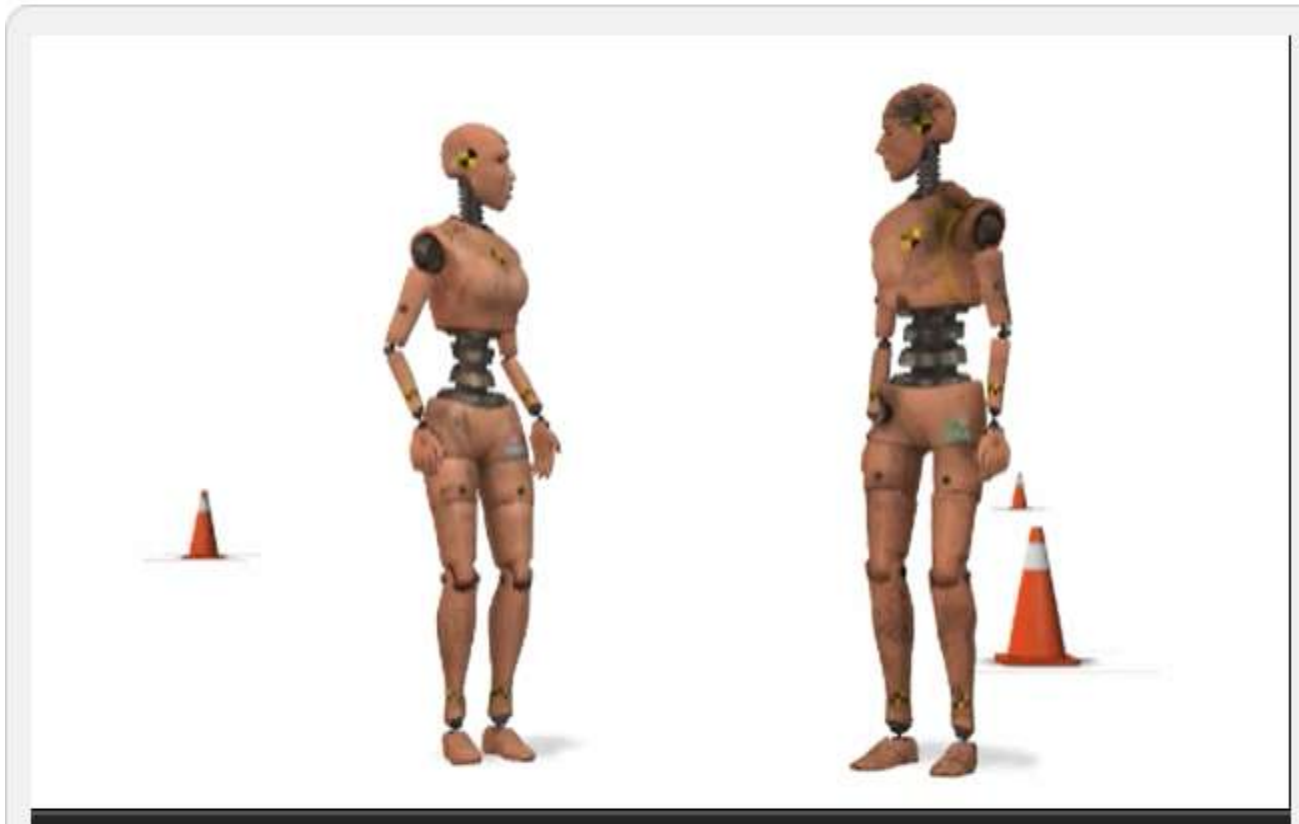
Keep up with friends Discover what's nearby Save money & unlock rewards

See what foursquare is all about:



More extranormal videos

DON'T BE A DUMMY ABOUT HURRICANE PREPARATION



Insurance Information Institute Online

www.iii.org

*Thank you for your time
and your attention!*

Download at www.iii.org/presentations

<http://twitter.com/JeanneSalvatore>

