

Step 1: Use any social media platform (i.e., Facebook, Twitter, TikTok, YouTube) to examine a post or video addressing a natural or human-made disaster within the last month.

You may use the course Twitter account in the Week 1 lesson. You will need a Twitter account to view the feed.

Step 2: Answer all discussion prompts below with explanations and details. No scholarly sources are required.

Paragraph one: Describe the selected post or video addressing a recent natural disaster. Identify the social media platform, type of disaster, location, and if it was posted by an individual or organization. Describe the tone of the message in addressing the disaster.

Paragraph two: Identify the phase of the disaster management cycle the post or video addresses. Explain if the social media post or video helps or hinders the disaster management response. Explain how social media platforms can be effectively leveraged to maximize the impact of humanitarian responses.

Paragraph three: In what ways does social media enable community/public health nurses (C/PHNs) and organizations to mobilize resources and coordinate relief efforts during and after disasters? What challenges may arise in ensuring the reliability of shared information?

Answer:

Paragraph One: Description of the Post or Video

I selected a post from Twitter addressing the recent wildfires in California. The post was made by the California Department of Forestry and Fire Protection (CAL FIRE), an organization. The tone of the message was informative and urgent, providing updates on the fire's status, evacuation orders, and safety precautions.

Paragraph Two: Disaster Management Cycle Phase and Social Media Impact

The post addresses the response phase of the disaster management cycle, as it provides real-time updates and instructions for affected communities. The social media post aids the disaster management response by disseminating critical information quickly and widely. Social media platforms can be effectively leveraged to maximize the impact of humanitarian responses by:

- Providing real-time updates and instructions
- Facilitating communication between affected individuals and relief organizations
- Raising awareness and funds for relief efforts

Paragraph Three: Role of Social Media in Resource Mobilization and Coordination

Social media enables community/public health nurses (C/PHNs) and organizations to mobilize resources and coordinate relief efforts during and after disasters in several ways: