

Focus on Social Media

Researchers conducted a general report of social media use by Emergency Preparedness Managers (EPMs) in Coastal Louisiana.



A broad scope of online communication platforms microblogs (e.g., Twitter), social networking sites (Facebook), and media-sharing sites (Instagram, YouTube, TikTok) (Rhee et al., 2021).



1. Among 26 Coastal Louisiana parishes, approximately 46% EPMs utilize social media. Only 2 parish EPMs update social media regularly.
2. More than half of the Coastal Louisiana EPMs do not utilize or update social media regularly.
3. Many EPM social media pages are linked to external websites (e.g., parish police, local tourism pages).

Focus on Social Media



1. Use social media consistently.
2. Know your audience.
3. Be flexible and interactive on social media.

Focus on Social Media