



Integrating Social Media with Emergency Management at Airports



WebResource Help and Site Map

Help

This WebResource is designed to be intuitive and user-friendly. With that said, you still may have questions on how to use the website. See the following tips for using this website, organized by each main section.

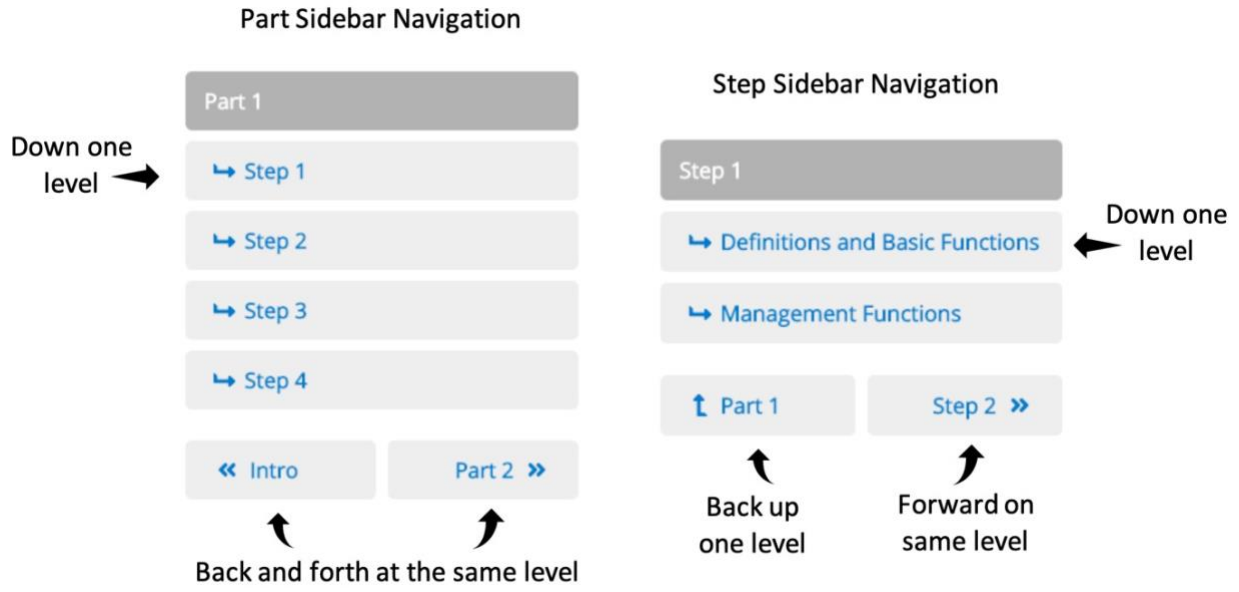
Home

The Home page is meant to provide you with background information on the research project and to provide you a launching pad into the WebResource. By clicking on the “Read More” icon, you will be directed to the Introduction. If you click on any of the boxes for “How Do I Use This Information?” you will see your unique role in using social media for emergency management. You can also click on the icons associated with the paths under the “Where Should I Start?” heading to get an idea of where to go based on what you are looking for. If you just want to jump in, you can click “Jump Into the Guide” to be taken to the Introduction.

The Guide

Introduction, Executive Summary, and Part and Step Pages

Once you get into the Guide, you will experience very similar layouts for the Introduction, and the part and step pages. Each page has navigational buttons along the right side to take you to any of the sub-sections, along with buttons at the bottom of each page to take you forward or backward one page. The Executive Summary is a standalone resource meant to summarize key points. If at any point you get lost, you can always hover over "Guide" in the main top navigation bar to navigate to the section of your choice. You can also use the sidebar navigation menus as shown below:

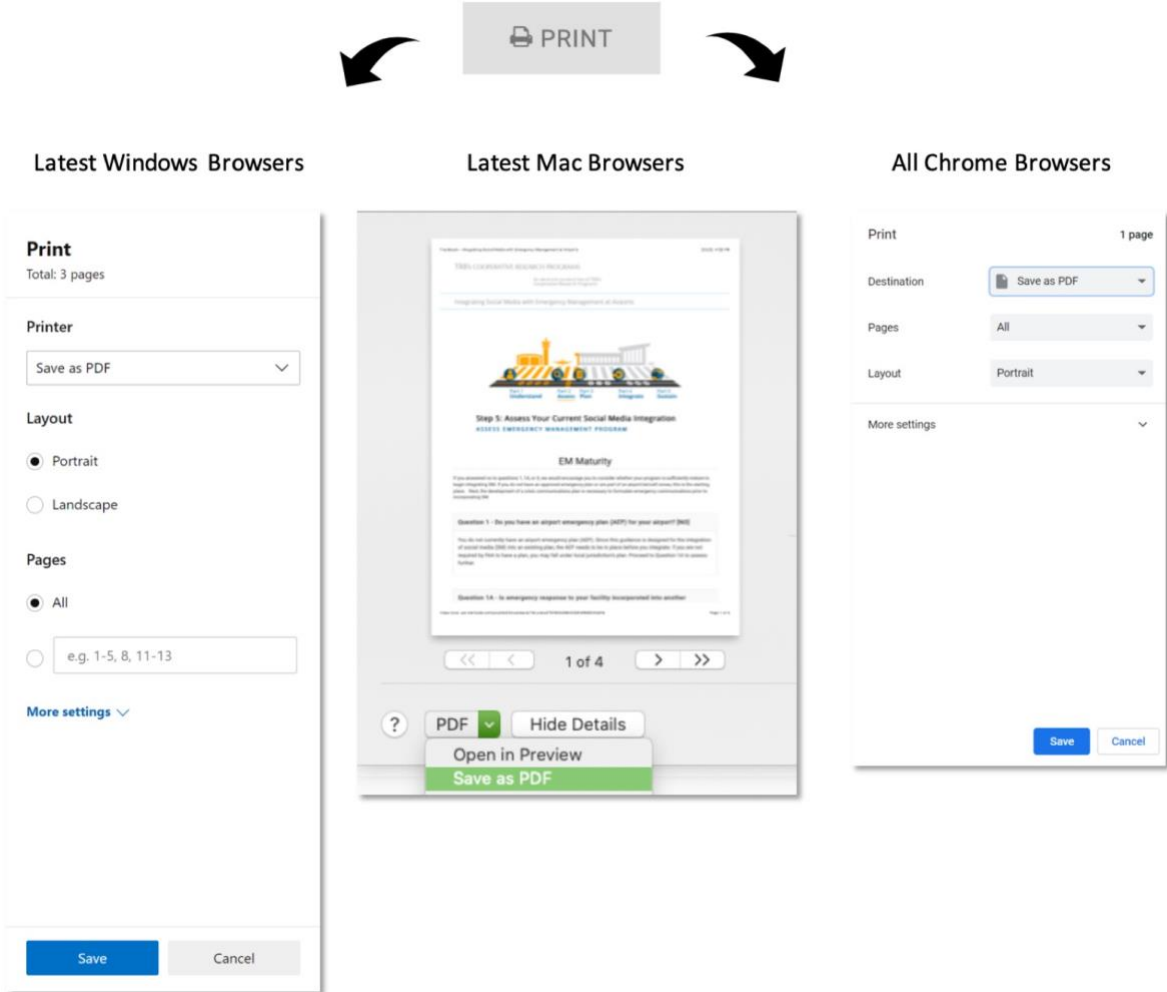


Another item to look for is the path indicator at the beginning of the Introduction, all steps, and Part 5. These icons map to the icons presented under the “Where Should I Start?” heading on the Home page, indicating if the page is on the path chosen from the beginning. The only exception is the Improvement Path, which is guided by your assessment results.

Self-Assessment

When you get to Step 5, you will be presented with the option to complete the Self-Assessment Tool. This tool is comprised of four separate online forms which will momentarily take you out of the step progression. Once you complete each assessment, you have the choice to print your results. If you wish to download a PDF of the results, you will have to use the “Save as PDF” function in your browser. Since the ACRP chooses not to store user personal information, this WebResource does not provide the option to send results to your email.

Save to PDF Instructions for the Self-Assessment Tool



Social Media Tools

This section is very similar in functionality to the Introduction, Executive Summary, and the part and step pages. It is provided as a separate, but prominent resource due to its lengthy, technical nature.

Resources

This page provides you with links to the extra resources provided with this WebResource. The page is also similar in functionality to the Introduction, Executive Summary, and the part and step pages.

Site Map

Home

Guide

- Introduction (+2 sub-pages)
- Part 1: Understand
 - Step 1: Understand the Basic Functions of Social Media (2 sub-pages)
 - Step 2: Understand Social Media Uses in Emergency Management (3 sub-pages)
 - Step 3: Understand the Benefits of Using Social Media in Emergency Management (4 sub-pages)
 - Step 4: Understand the Challenges of Using Social Media in Emergency Management (4 sub-pages)
- Part 2: Assess
 - Step 5: Assess Your Current Social Media Integration (4 sub-pages for the assessments)
- Part 3: Plan
 - Step 6: Define Your Stakeholders (2 sub-pages)
 - Step 7: Collaborate and Establish Your Vision and Objectives (3 sub-pages)
 - Step 8: Define Your Social Media Integration (2 sub-pages)
- Part 4: Integrate
 - Step 9: Establish Integration Needs (3 sub-pages)
 - Step 10: Establish the Social Media Operating Framework (4 sub-pages)
 - Step 11: Develop/Update Plans
- Part 5: Sustain
 - Improving: How to Strengthen Collaboration for Improved Mutual Benefits
 - Adding On: Going to the Next Level of Integration
 - Going Further: Tapping Innovation in Digital and Social Technology
 - Learning More: The Art of Staying Current

Executive Summary (5 sub-pages)

Social Media Tools

- Reviewing the SM Tool Options
- Selecting and Implementing Tools

Resources

- Tools, Checklists, and Worksheets
- Training and Course Materials
- Aviation Industry Examples
- Supplemental Reading
- Glossary
- Bibliography