



Managing Crises on Social Media

CDC Case Study: A Tale of Two Outbreaks

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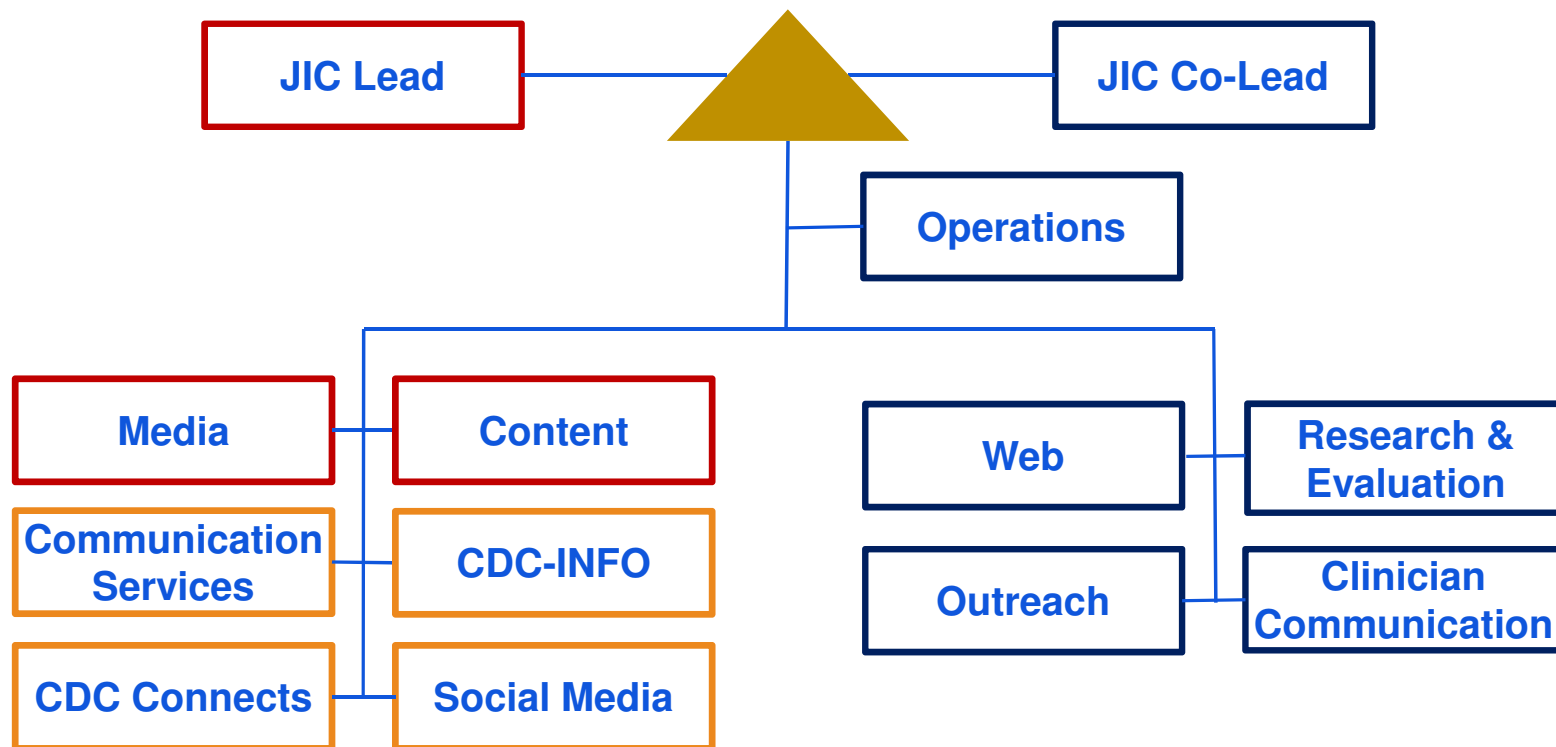
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CDC PUBLIC HEALTH RESPONSES



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Before a Crisis: Have a Crisis Communication Infrastructure in Place



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During a Crisis: Tell People What You Know, When You Know It

CDC
September 30, 2014 · 🌐

CDC lab tests confirmed today the first case of **#Ebola** to be diagnosed in the United States in a person who had traveled to Dallas, Texas from West Africa. The patient did not have symptoms when leaving West Africa, but developed symptoms approximately four days after arriving in the U.S. A CDC team is being dispatched to Dallas to assist with the investigation.
<http://1.usa.gov/1rEeVPe>

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U.S. Government Publishing Office and 1.1K others

2,509 shares

Dr. Tom Frieden
@DrFriedenCDC

Following

CDC & @TexasDSHS confirm 1st **#Ebola** case diagnosed in US. Hospitalized patient recently returned from W. Africa.

RETWEETS 655 FAVORITES 85

CDC
January 15, 2016 · 🌐

CDC has issued interim travel guidance related to Zika virus for 14 countries and territories in Central and South America, and the Caribbean. Out of an abundance of caution, pregnant women advised to consider postponing travel to areas where Zika virus transmission is ongoing. The following countries are included in the travel alert: Brazil, Colombia, El Salvador, French Guiana, Guatemala, Haiti, Honduras, Martinique, Mexico, Panama, Paraguay, Suriname, Venezuela, and the Commonwealth of Puerto Rico.
<http://1.usa.gov/1UUV1em>

CDC issues interim travel guidance related to Zika virus for 14 Countries and Territories in...

CDC public health news, press releases, government public health news, medical and disease news, story ideas, photos.

CDC.GOV

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During a Crisis: Monitor for Rumors and Misinformation




CDC
October 16, 2014 · 🌐


#Ebola virus is spread through direct contact with the blood or body fluids (including but not limited to feces, saliva, sweat, urine, vomit, and semen) of a person who is sick with Ebola. The virus in blood and body fluids can enter another person's body through broken skin or unprotected mucous membranes in, for example, the eyes, nose, or mouth.

FACTS ABOUT EBOLA

How do you get the Ebola virus?

Direct contact with:

- 1 Bodily fluids of a person who is sick with or has died from Ebola** (blood, vomit, pee, poop, sweat, semen, spit, other fluids) 
- 2 Objects contaminated with the virus** (needles, medical equipment) 
- 3 Infected animals** (by contact with blood or fluids or infected meat) 



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Molly Kurmit and 4.1K others

13,499 shares 763 Comments

CDC
September 9 at 10:30am · 🌐

We're still learning about Zika, but one thing is certain – getting rid of mosquitoes can slow the spread of Zika and aerial spraying is one way to quickly control mosquitoes. We understand you may have concerns about how your community is responding to Zika; ask questions and get involved by learning more: <http://bit.ly/2cIn02C>



ZIKA

Zika Virus

Zika is spread mostly by the bite of an infected Aedes species mosquito. The best way to prevent Zika is to protect yourself from mosquito bites.

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197 shares 49 Comments

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After a Crisis: Tell Your Story to Reestablish Trust



Following

Crammed w/ 6 other passengers in a tiny plane, Kelsey's #Ebola response begins. See her story. 1.usa.gov/1szhHDa



CDC's Emergency Operations Center (EOC) is activated at its highest level in response to the Zika virus. Read stories of CDC Zika responders working around the clock to monitor and coordinate the emergency response. 1.usa.gov/29p5SNt



CDC Responds to the Zika Virus

As CDC experts work 24/7 in response to the Zika Virus, they support the response in many different capacities.

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Top Comments

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Key Takeaways

1. A crisis can hit at any time – even if you’re already in the middle of one.
2. Figure out **who, what, and how** you will respond before a crisis hits – and practice!
3. Be first. Be right. Be credible.
4. Have a strong social monitoring plans and ability to surge.
5. Tell your story to reestablish trust and shift the narrative.

Thank you!

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For more information, contact CDC
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TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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