

Crisis Communication on Social Media

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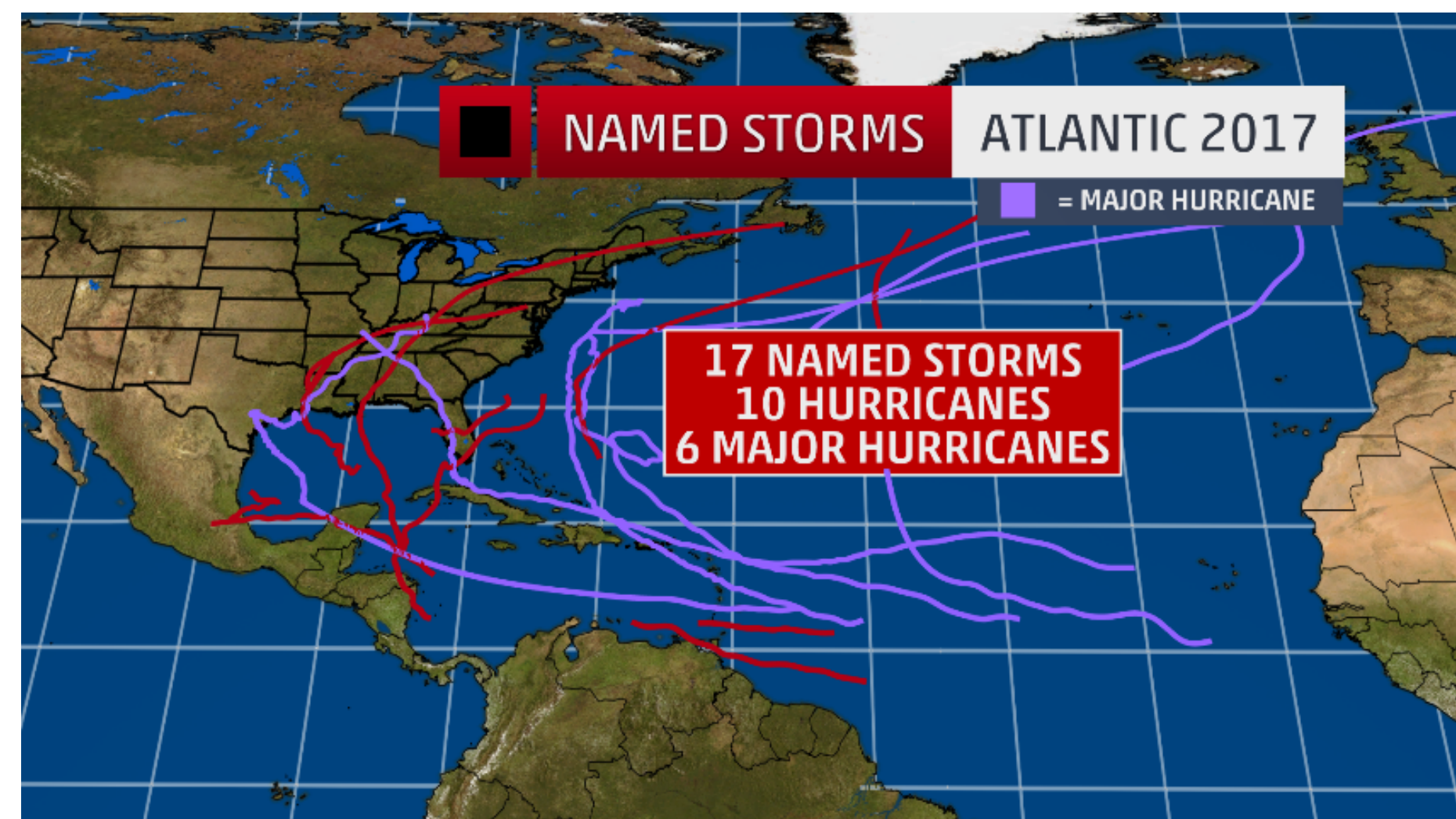
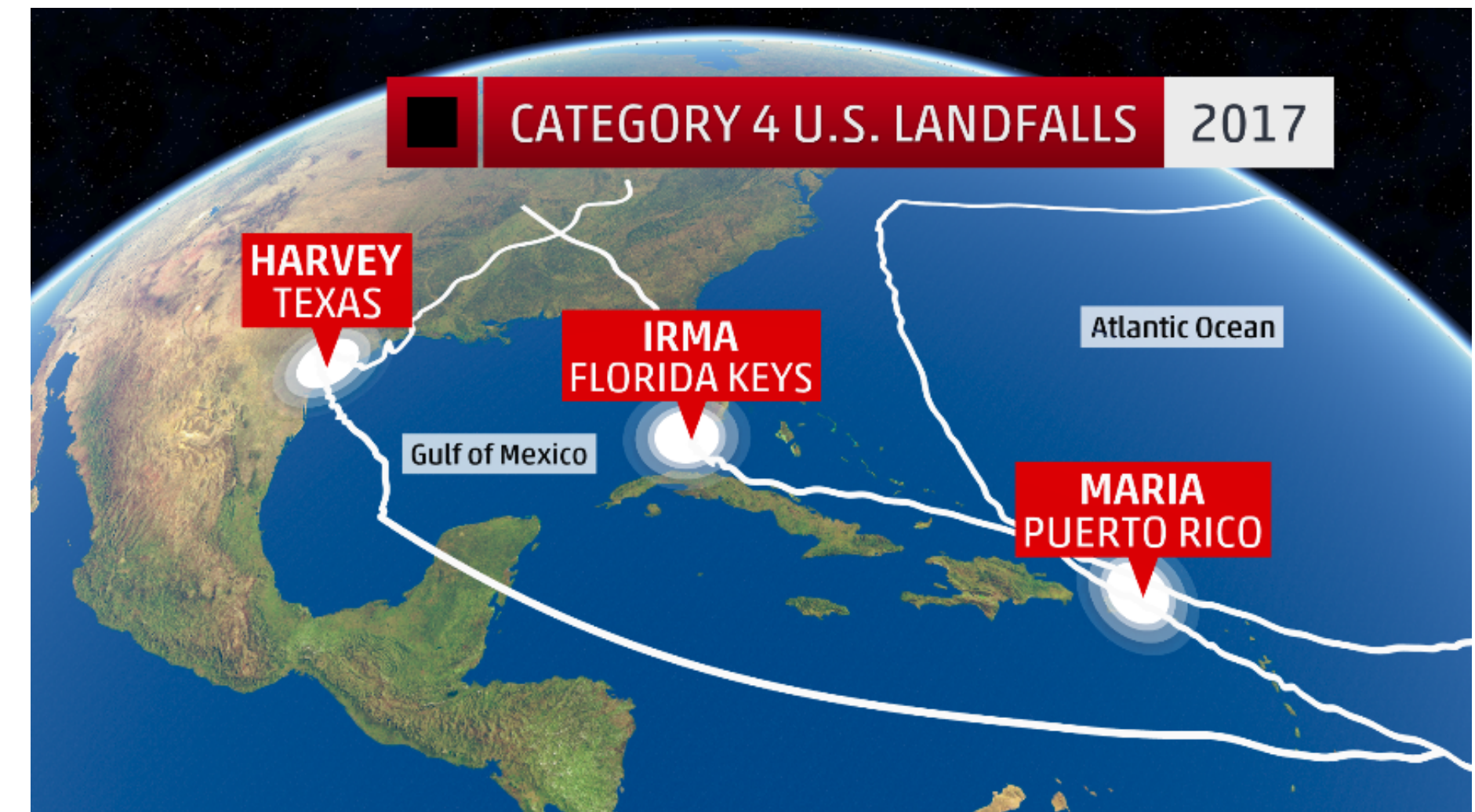
@jenniferstorm9

WEATHER GROUP



weatherscan®

Record-Breaking Hurricane Season



Storm Coverage



The Weather Channel

@weatherchannel

Following

#[Irma](#) is already impacting Florida, but the worst is yet to come. Stay safe and stay with The Weather Channel for 24 hour [#Irma](#) coverage.



8:37 PM - 9 Sep 2017

523 Retweets 754 Likes



39

523

754

[HURRICANE IRMA - TWITTER VIDEO](#)

203K+ Impressions
13K+ Engagements



The Weather Channel

@weatherchannel

Following

This is what the eyewall of Hurricane [#Irma](#) looks like. Watch The Weather Channel for continuing storm coverage.



0:38 278K views

4:23 PM - 10 Sep 2017

2,285 Retweets 4,118 Likes



581

2.3K

4.1K

[HURRICANE IRMA - EYE WALL](#)

525K+ Impressions
67K+ Engagements

Hurricane Harvey 2017

The Weather Channel

The Weather Channel (Default)

Published by The Uffner [?] · August 26, 2017 · 🌐

Paul Goodloe discovers an American flag in Harvey's destruction.

01:40

👍 Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

👤 25,422,346 people reached

Boost Post

👍❤️😬 137K

11K Comments 216K Shares

👍 Like

💬 Comment

➦ Share







The Weather Channel ▼

Performance for Your Post

25,422,346 People Reached

13,640,391 Video Views


1,223,440 Reactions, Comments & Shares *i*

687,001  Like	90,856 On Post	596,145 On Shares
199,733  Love	40,049 On Post	159,684 On Shares
1,294  Haha	144 On Post	1,150 On Shares
8,728  Wow	932 On Post	7,796 On Shares
19,856  Sad	5,157 On Post	14,699 On Shares
443  Angry	48 On Post	395 On Shares
90,979 Comments	15,551 On Post	75,428 On Shares
217,084 Shares	216,146 On Post	938 On Shares

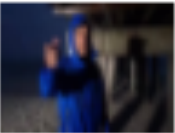
<https://Hurricane Harvey - Puerto Rico/>

Hurricane Irma 2017

Video Details



3:48 · Was Live: 09/09/2017 · Owned · Appears Once

 **The Weather Channel**

Mike Bettes is live in Naples FL with the latest on hurricane #Irma

Total Video Performance

Peak Live Viewers	9,074	>
Minutes Viewed	160,385	>
Video Views	333,980	>
10-Second Views	130,262	>
Video Average Watch Time	0:14	>
Audience and Engagement		>

- Reached 765K+
- >8,000 Engagements


[https://Hurricane Irma - Mike Bettes FB Live/](https://www.facebook.com/TheWeatherChannel/live/10156844444444444)

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Hurricane Hermine 2016



The Weather Channel: Hurricane Hermine hours away from landfall

Here's a LIVE look in from Cedar Key, Florida as Hurricane Hermine is hours away from landfall. Please be safe this evening. #facebooklive

02:10:07 · Uploaded on 09/01/2016 · Owned · Appears Once · View Permalink

Total Video Performance

Peak Live Viewers	15,140	>
Minutes Viewed	1,458,248	>
Video Views	2,928,793	>
10-Second Views	1,589,566	>
Video Average Watch Time	0:16	>
Audience and Engagement		>

- >42,000 Shares
- >23,000 Comments

[CEDAR KEY, FL – FACEBOOK LIVE](#)

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Hurricane Harvey & Irma Social Stats (15 Days)

- Reached **613 Million** FB profiles
- **33 Million** engagements
- 25 posts that reached over 2 million FB profiles
- 111 posts that reached over 1 million FB profiles
- 2925% increase in pageviews from our regular coverage spanning 15 days
- 322% increase in engagements from our regular coverage spanning 15 days

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Equipment

Light Kit - \$70-\$115

Shotgun Mic-
\$199-\$299



Wide Angle and Fisheye Lens -
\$200-\$300+

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Phone Tripod

Flexible Tripod - ~\$8



~\$5 on Amazon

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THANK YOU

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