



**DUPAGE
COUNTY**

HOMELAND SECURITY AND EMERGENCY MANAGEMENT

630-682-7925
Emergency: 630-682-7207

www.dupageco.org/oem

Public Information “Points to Ponder”

“You don’t need to have an answer, but you need to have a response”

Jennifer Miller, Rockford Gray Communications

“People want to know that you care before they care what you know”

Dr. Vincent Covello, Crisis Communications Expert

“We use social media to get our information out, not just to the public, but to the media as well”

Senior Corporal Monica Cordova, PIO, Dallas (TX) Police Department

“What you do in the early stages will determine if your agency is credible”

“Enhance your credibility and strengthen your message with prompt and accurate information”

“The PIO will not tell everything (to media and public), but the PIO must know everything so they know what to say and what not to say”

Don Aaron, Public Affairs Director, Nashville (TN) Police Department

“Social Media meets evolving constituent’s expectations”

“Web sites need to be mobile friendly”

Christopher Tarantino, CEO, Epicenter Media & Training

“With a small change in strategy and a few small enhancements in our messaging, our @ProtectDuPage Twitter account has gained 400 followers in the last 9-mos.

John Nebl, PIO/External Affairs Coordinator, DuPage Co. OHSEM

Social Media Revolution (YouTube Video)

<https://www.youtube.com/watch?v=jottDMuLesU>

- More people own a mobile device than own a toothbrush
- Over 50% of the world population is under 30-years old
- 96% of millennials have joined a social network
- Grandparents are the fastest growing demographic on Twitter
- The average person has an attention span of :07 seconds
- To reach 50 million users it took
 - 38-years for Radio
 - 13years for TV
 - 4-years for the Internet
 - 3-years for iPods
 - **Facebook added 200-millions users in less than ONE year**

