How Orlando Police Used Social Media for Crisis Communication

PULSE NIGHTCLUB
MASS SHOOTING

How Orlando Police Used Social Media for Crisis Communication
### Incident Narrative

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:02:54</td>
<td>S43</td>
</tr>
<tr>
<td>2:02:57</td>
<td>SHOTS FIRED</td>
</tr>
<tr>
<td>2:03:04</td>
<td>SHOTS STILL BEING FIRED</td>
</tr>
<tr>
<td>2:03:11</td>
<td>PULSE</td>
</tr>
<tr>
<td>2:03:20</td>
<td>1039 OFD..BMH</td>
</tr>
<tr>
<td>2:03:25</td>
<td>OPEN LINE PHASE 2 HERE</td>
</tr>
<tr>
<td>2:03:27</td>
<td>1039 OCSO TMD</td>
</tr>
<tr>
<td>2:03:30</td>
<td>POSS GUNSHOTS</td>
</tr>
<tr>
<td>2:03:35</td>
<td>STILL SHOOTING</td>
</tr>
<tr>
<td>2:03:36</td>
<td><strong>DESK HAS A CALL MALE CALLING</strong></td>
</tr>
<tr>
<td>2:03:47</td>
<td>ADV SHOOTING INSIDE THE CLUB</td>
</tr>
<tr>
<td>2:03:57</td>
<td>MULTIPLE DOWN</td>
</tr>
<tr>
<td>2:04:07</td>
<td>SUBJ INSIDE SHOOTING</td>
</tr>
<tr>
<td>2:04:12</td>
<td>CADV HE'S HIDING UPSTAIRS</td>
</tr>
<tr>
<td>2:04:18</td>
<td>CADV THERE ARE 6 PEOPLE</td>
</tr>
<tr>
<td>2:04:22</td>
<td>The following Incidents have been linked:</td>
</tr>
<tr>
<td>2:05:01</td>
<td>FL0480400 2016-00242043 , FL0480400 2016-00242039</td>
</tr>
<tr>
<td>2:05:09</td>
<td>STILL SHOOTING</td>
</tr>
<tr>
<td>2:05:22</td>
<td>DSK RECVD CALL REF SAME FROM</td>
</tr>
<tr>
<td>2:05:24</td>
<td>C IS CALLING FROM</td>
</tr>
<tr>
<td>2:05:26</td>
<td>ADV SHE IS HIDING IN CLOSET</td>
</tr>
<tr>
<td>2:05:27</td>
<td>ASSULT RIFLE</td>
</tr>
<tr>
<td>2:05:35</td>
<td>DESK CAN HEAR SHOOTING IN THE BACKGROUND</td>
</tr>
<tr>
<td>2:05:48</td>
<td>SOUTH DOOR</td>
</tr>
<tr>
<td>2:05:53</td>
<td>RCVD ANOTHER CALL ADV SOMEONE INSIDE BUT CANNOT</td>
</tr>
<tr>
<td>2:06:00</td>
<td>STILL ACTIVE SHOOTER</td>
</tr>
<tr>
<td>2:06:07</td>
<td>SEE ANYTHING, JUST HEARING THE SHOTS</td>
</tr>
</tbody>
</table>
PIO called at 3:13 a.m.
On scene & first Tweet 3:58 a.m.

Orlando Police
Orlando Police
Orlando Police

Shooting at Pulse Nightclub on S Orange. Multiple injuries. Stay away from area.

Official updates will come from this Twitter account. No email or phone calls please.

Media: This is a fluid scene and we are working on getting you an update. All info will come from here for now.
We couldn’t say much, but were determined to control the information

Orlando Police
@OrlandoPolice

That sound was a controlled explosion by law enforcement. Please avoid reporting inaccuracies at this time.

5:05 AM - 12 Jun 2016

Reply to @OrlandoPolice

Fox&Friends Weekend @ffweekend · Jun 12
@OrlandoPolice Any chance someone can do a live phone interview? Fox News in NYC 212-301-3795
And we relied on our LEO partners to reinforce that

#breaking All updates on the Pulse Nightclub shooting will come from @OrlandoPolice Twitter feed ONLY.
People want to help you...

Let them!
You may not know what you need...

One or two people to watch media reports on TV

Someone to monitor social media for erroneous information

Someone to shoot photos and video if you can’t
Keep the information coming

Orlando Police
@OrlandoPolice

We can confirm this is a mass casualty situation. Support from local/state/federal agencies. We expect to brief media shortly.

RETWEETS 2,397  LIKES 2,042
5:48 AM - 12 Jun 2016

Orlando Police
@OrlandoPolice

Pulse Shooting: The shooter inside the club is dead.

RETWEETS 5,324  LIKES 5,575
5:53 AM - 12 Jun 2016

Orlando Police
@OrlandoPolice

@ChiefJohnMina One of the worst mass shootings in our nation's history.

Orlando Police
@OrlandoPolice

Mayor Dyer: 50 dead in Pulse nightclub shooting. @ChiefJohnMina Suspect had handgun and AR15 type rifle.
The best thing we did in those first hours:

The Orlando Police Department Media Relations Department, and Public Information Officers are working hard to provide updates on the Pulse Nightclub Shooting. In order to do that, we are NOT RESPONDING to individual emails or phone calls until further notice.

ALL official updates will come from either the live media briefings, which are happening roughly every three hours on scene, or through the OPD Twitter account:

@orlandopolice on Twitter

Do not contact the communications center, or ask for a Watch Commander. All information is coming through us, via Twitter only. Any media releases will be placed on the City of Orlando website and linked to from Twitter.

The FBI is the lead Federal Agency on the Pulse Nightclub shooting. It’s Main National Press Office can be reached at 202-324-3691.

Thanks for letting us do our jobs, so we can help you do yours.

PIO Michelle Guido
PIO Sgt. Wanda Miglio
Do this: It will help you avoid the “can we use it?” questions and emails

Orlando Police
@OrlandoPolice

Media/public: You have permission to use any photos/video/periscope video, etc. posted by OPD on this Twitter feed or any of our channels.

RETWEETS | LIKES
---|---
258 | 413

11:41 AM - 12 Jun 2016
How many words is this picture worth?

Orlando Police
@OrlandoPolice

Pulse shooting: In hail of gunfire in which suspect was killed, OPD officer was hit. Kevlar helmet saved his life.
<table>
<thead>
<tr>
<th>Tweet Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orlando Police @OrlandoPolice</strong></td>
</tr>
<tr>
<td>Pulse shooting: In hail of gunfire in which suspect was killed, OPD officer was hit. Kevlar helmet saved his life. pic.twitter.com/MAb0jGi7r4</td>
</tr>
<tr>
<td><strong>Impressions</strong></td>
</tr>
<tr>
<td>3,016,519</td>
</tr>
<tr>
<td><strong>Total engagements</strong></td>
</tr>
<tr>
<td>330,836</td>
</tr>
<tr>
<td><strong>Media engagements</strong></td>
</tr>
<tr>
<td>208,895</td>
</tr>
<tr>
<td><strong>Detail expands</strong></td>
</tr>
<tr>
<td>75,603</td>
</tr>
<tr>
<td><strong>Likes</strong></td>
</tr>
<tr>
<td>15,278</td>
</tr>
<tr>
<td><strong>Retweets</strong></td>
</tr>
<tr>
<td>13,425</td>
</tr>
<tr>
<td><strong>Profile clicks</strong></td>
</tr>
<tr>
<td>11,522</td>
</tr>
<tr>
<td><strong>Link clicks</strong></td>
</tr>
<tr>
<td>5,403</td>
</tr>
<tr>
<td><strong>Replies</strong></td>
</tr>
<tr>
<td>471</td>
</tr>
<tr>
<td><strong>Follows</strong></td>
</tr>
<tr>
<td>237</td>
</tr>
<tr>
<td><strong>Email shares</strong></td>
</tr>
<tr>
<td>2</td>
</tr>
</tbody>
</table>

*Reach a bigger audience*

Get more engagements by promoting this Tweet!

*Get started*
When you come up for air, take time to thank – and grieve with – your community.
Heartfelt condolences to the families. Some of the victims who have lost their lives. #PrayForOrlando #OrlandoUnited

Juan Ramon Guerrero, 22 years old
Eric Ivan Ortiz-Rivera, 36 years old
Peter O. Gonzalez-Cruz, 22 years old
Luis S. Vielma, 22 years old
Kimberly Morris, 37 years old
Eddie Jamoldroy Justice, 30 years old

Martin Benitez Torres, 33 years old
Luis Daniel Wilson-Leon, 37 years old
Mercedez Marisol Flores, 26 years old
Xavier Emmanuel Serrano Rosado, 35 years old
Gilberto Ramon Silva Menendez, 25 years old
Simon Adrian Carrillo Fernandez, 31 years old
Huge presence tonight at the community candlelight vigil @equalityfl OrlandoUnited
Subject: Mission First - People Always

On the darkest day of my 25 years at the Orlando Police Department, I wanted to take a moment to tell all of you how proud I am of the work you have done today and will do over the next days and weeks.

We have trained again and again for this type of situation. It's unfortunate that we had to put those skills to use today. But because of that training and your professionalism, we saved dozens of lives this morning.

Even before the first patrol units arrived on the scene, an OPD officer working extra duty at the club engaged the gunman as he opened fire. Our First Responders and SWAT Team faced a hail of gunfire as they rescued the hostages, and we are blessed beyond words that none of them were gravely injured or killed.

We've received an enormous amount of tactical Law Enforcement support from local, state and Federal agencies. The outpouring we have received from our Central Florida community and Law Enforcement across the nation and the world, has overwhelmed me with gratitude.

I know that you all have been affected today by the tragic actions of a lone terrorist who cut short the lives of so many. Our community, our City, and our Department will be grieving in the days, weeks and months to come.

But on a day like today – and every day – I couldn't be more proud to be your Chief.

Please hug your families tonight. And be safe out there.

John W. Mina, Chief of Police
Orlando Police Department
What would we do differently?
Protect our Officers a little more
The media doesn’t always play by the rules...even when you ask nicely

Orlando Police
@OrlandoPolice

MEDIA: OPD expects that you will respect the privacy of our officers involved in the Pulse Nightclub Shooting.

Orlando Police
@OrlandoPolice

Media: Please respect the privacy of our officers. Do not visit their homes or call them. Thank you #OrlandoUnited
Document everything (we didn’t)

![Twitter Analytics]

### MAY 2016 SUMMARY
- Tweets: 297
- Tweet impressions: 791K
- Profile visits: 21.1K
- Mentions: 468
- New followers: 535

### JUNE 2016 SUMMARY
- Tweets: 500
- Tweet impressions: 60.9M
- Profile visits: 5.7M
- Mentions: 28.1K
- New followers: 38K
- Tweets linking to you: 5

Lucky for us, there’s Twitter Analytics
Remember: Others are watching to see what you do well
...and not so well

Image Sabotage

Traditional Media Interface

Thumbs up
- No “Joe Friday” effect
- Continuous “care” element
- Saying what needed to be heard
- All communicating for EFFECT
- Anticipatory messaging
- Credible eye contact
- Not overly scripted

Thumbs down
- Inadequate control of visual
- Not repeating questions
- “Muppet Show” effect
- Audio distractions – Helo noise
- No escape route/time limit
- Initially no live tweeting
Things to remember

• Relationships
• Have a plan
• Do I have to make this decision right now?
• Document everything
• Jump bag