



## Social Media used for Help in an Emergency?

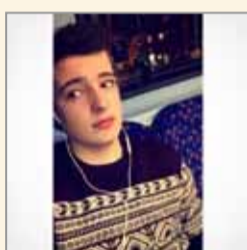


Social Media has become an integral part in all of our lives. It is so widespread that most people with an electronic device have become addicted. But other than using Social Media as a form of entertainment or connecting with friends, have you ever thought that it could be used for "emergencies"? Here's an example of how it can be leveraged to help you out of an awkward situation.

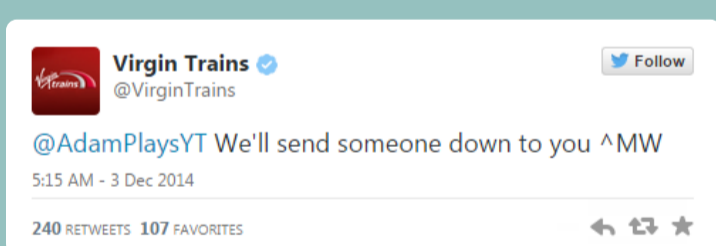
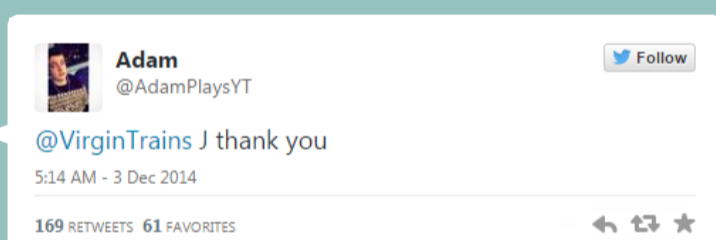
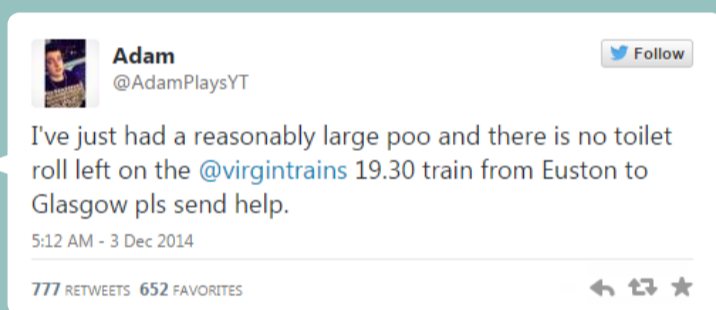
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Adam Greenwood had this embarrassing experience but he was not too shy to share the details. Not surprisingly, it attracted quite a bit of attention online. While in the loo on a Virgin train, he realised that there was no toilet paper. So, he tweeted to get in touch with the train, trying to get some help. What happened next? The Virgin Social Media Manager replied to his calls for help and sent assistance to Mr. Greenwood.



However, is posting for "help" online counterintuitive? At first it doesn't seem to be natural to use Social Media in the case of an emergency as there may be delays in processing or view time. However, research from the American Red Cross, the Congressional Management Foundation and other organisations found that Social Media could indeed play some sort of formal role in emergency response.

So, Social Media is not only for fun, but it may well be critical in times of emergency. Marketers can strategically use direct messages as a channel to reach audiences and actively engage them in responding promptly to request for "help".



### Don't underestimate the power of Social Media and its influencers!

Source:

- [http://www.huffingtonpost.co.uk/2015/01/06/toilet-paper-delivery-twitter\\_n\\_6423760.html](http://www.huffingtonpost.co.uk/2015/01/06/toilet-paper-delivery-twitter_n_6423760.html)
- <http://mashable.com/2011/02/11/social-media-in-emergencies/>
- <http://wittywomanwriting.com/th-art-of-embarrassment/embarrassed-woman/>