The line between conventional and social media is increasingly blurred.

The internet collapses time and space. Messages and images, true or untrue, welcome or unwelcome, are effectively instant and easily re-transmitted across the ‘global village.’

Social media can save lives; messages can alert agencies and help them share assessment data after a disaster. However, as with rumours, messages on social media sometimes have to be challenged because they can affect the safety of staff. Rumours can be hard to quash, internet messages and images difficult to delete. All may continue to circulate long after an incident has ended. That is why proactive communication and media management is essential.

**A. First hour**

1. Conduct a widespread search across both internet and social media sites. Use TweetDeck to create multiple search columns with a range of relevant keywords. Use NetVibes to create multiple search boxes, refreshing every 15 minutes.

* *See Tool 6 part B: Refining a Google search*

1. If you find a message or image which causes concern on Facebook, find the party responsible by searching either name or email address. This can be done either by searching name or email address. Once found, alert a Privacy and Public Policy advisor and inform them of the situation. They will act accordingly to suspend or remove Facebook profile.
2. If the search results bring up a webpage with sensitive content that is out of the organisation’s control (the affected party’s personal blog or an external website), it might be advisable to send a DMCA takedown notice.

* *See Tool 6 part C: Sending a DCMA takedown*

1. Continue monitoring social media (especially **Twitter**) for updates and/or claims particularly in the local language. Address accordingly with assistance from critical incident manager.
2. Wikipedia has a routine deletion policy.

See <http://en.wikipedia.org/wiki/Wikipedia:Criteria_for_speedy_deletion>

This may be slow. Urgent requests may also be sent to Jimmy Wales [jwales@wikia.com](mailto:jwales@wikia.com)  
See <http://en.wikipedia.org/wiki/Kidnapping_of_David_Rohde>

**B. Refining a Google search**

**To search for an exact word or phrase:** Use speech marks around the word or set of words. E.g., “imagine all the people”. Only use if looking for a very precise word or phrase.

**Exclude a word:** Add a hyphen (-) before a word or site to exclude all results that include that word or site. Useful for synonyms.

**Include similar words:** If synonyms might replace some words in your original query, add a tilde sign (~) immediately in front of a word to search for that word as well as even more synonyms. e.g. ~food facts would include results for ~nutrition facts.

**Search within a site or domain:** include “site:” to search for information within a single website. e.g. to search for all mentions of Olympics on the Guardian website use Olympics site:guardian.co.uk).

**Include a “fill in the blank”:** Use an asterisk (\*) within a query as a placeholder for any unknown or ‘wildcard’ terms. Use with quotation marks to find variations of that exact phrase or to remember words in the middle of a phrase e.g. “a \* saved is a \* earned”.

**Search for either word:** If you want to search for pages that may have just one of several words, include OR (capitalised) between the words. Without the OR, your results would typically show only pages that match both terms (Olympics location 2014 OR 2018). Enclose phrases in quotes to search for either one of several phrases: “World Cup 2014” OR “Olympics 2014”

**C. Sending a DMCA takedown**

The USA’s Digital Millennium Copyright Act (DMCA) states that while an Internet Service Provider (ISP) is not liable for transmitting information that may infringe a copyright, the ISP must remove materials which appear to constitute copyright infringement from users’ web sites after it receives proper notice. Your agency’s copyright does not have to be registered for it to take advantage of this DMCA provision.

If you find that a web site is using one of your images without your permission, it is possible for your agency to contact the ISP to report the infringement and ask that the image be removed from the site. The letter sent to the ISP (see below) is called a “DMCA takedown notice.” The ISP must make its agent’s name and address available so that you can send them notification. After the ISP receives the notice, it should remove the infringing materials.

The European Union has corresponding legislation but a takedown notice to an ISP outside the USA may prove slower.



**Seek legal advice if necessary**

You can find the infringing website’s hosting ISP through a ‘who is’ search at sites like Domain Tools or Whois.net. When you notify the ISP of infringement, your letter must meet certain requirements. Specifically, your notification must:

* Be in writing
* Be signed by the copyright owner or agent; your electronic signature is OK
* Identify the copyrighted work that you claim has been infringed (or a list of infringements from the same site)
* Identify the material that is infringing your work
* Include your contact info
* State that you are complaining in ’good faith’
* State that ‘under penalty of perjury’ the information contained in the notification is accurate, and
* State that you have the right to proceed (because you are the copyright owner or the owner’s agent)

**Sample Takedown Notice – Copyright**

Send a message like the following to make your claim:

VIA Email at (ISPHosting(at)isp.com)

Re: Copyright Claim

To the ISP Hosting Company:

I am the copyright owner of the photographs being infringed at:

(http://www.offendingwebsite.com/photo1.htm)

(http://www.offendingwebsite.com/photo2.htm)

Copies of the photographs being infringed are included to assist with their removal from the infringing Web sites.

This letter is official notification under the provisions of Section 512(c) of the Digital Millennium Copyright Act (“DMCA”) to effect removal of the above-reported infringements. I request that you immediately issue a cancellation message as specified in RFC 1036 for the specified postings and prevent the infringer, who is identified by its Web address, from posting the infringing photographs to your servers in the future. Please be advised that law requires you, as a service provider, to “expeditiously remove or disable access to” the infringing photographs upon receiving this notice. Non-compliance may result in a loss of immunity for liability under the DMCA.

I have a good faith belief that use of the material in the manner complained of here is not authorised by me, the copyright holder, or the law. The information provided here is accurate to the best of my knowledge. I swear under penalty of perjury that (I/the organisation) am the copyright holder.

Please send me at the address noted below a prompt response indicating the actions you have taken to resolve this matter.

Sincerely,

(Name)

Email: (name@email.com)

**Sample Takedown Notice – Safety/Privacy**

VIA Email at (ISPHosting(at)isp.com)

Re: Privacy Claim

To the ISP Hosting Company:

The content on the following website is endangering the safety of a member of our staff:

(http://www.offendingwebsite.com/photo1.htm)

(http://www.offendingwebsite.com/photo2.htm)

Copies of the photographs causing potential harm are included to assist with their removal from the infringing Web sites.

This letter is official notification under the provisions of Section 512(c) of the Digital Millennium Copyright Act (“DMCA”) to effect removal of the above-reported infringements. I request that you immediately issue a cancellation message as specified in RFC 1036 for the specified postings and prevent the infringer, who is identified by its Web address, from posting the infringing photographs/information to your servers in the future. Please be advised that law requires you, as a service provider, to “expeditiously remove or disable access to” the infringing photographs upon receiving this notice. Non-compliance may result in a loss of immunity for liability under the DMCA.

I have a good faith belief that use of the material in the manner complained of here is not authorized by me, the copyright holder, or the law. The information provided here is accurate to the best of my knowledge.

Please send me at the address noted below a prompt response indicating the actions you have taken to resolve this matter.

Sincerely,

(name)

Email: (name@email.com)