



From Finding a Tweet to Closing a Street - The Revolution of Digital Storm Reporting

Presented by: **Ashley Morris, CEM**, Preparedness Coordinator, Prince George's County, MD

Pre-Registration Required

Abstract: The usage of social media in meteorology, emergency management, and public safety has been widely accepted and implemented as the technology continues to rapidly evolve. Over the past decade, weather professionals and emergency managers have used social platforms to communicate weather threats outward to the public, and some agencies and professionals have embraced unique ways to utilize social platforms to collect storm reports and situational awareness on the ground beneath the storm. This presentation aims to highlight the importance of social media report collection for forecasting operations and public safety, as well as what social methods are commonly being used by professionals today. Social techniques and ideas to enhance social media intelligence will also be discussed, especially as social technology changes quickly. Lastly, social media intelligence successes will be discussed through real-life experiences, case studies, and incidents. Social media has a potential to create a more involved community within our government-run public safety duties. Better community partnerships and participation in government systems will lead to a more resilient tomorrow.

1 hr.: Fri. 4/21, 9:00am – 10:00am

No Minimum or Maximum Participation

Instructor – Ashley Morris

Fee: Complimentary for registered attendees

Speaker Bio: Ashley Morris is a preparedness coordinator for Prince George's Office of Homeland Security and Emergency Management in Maryland. Her primary role involves emergency plan management, exercise coordination, social media messaging, community outreach, and volunteer management. She is also involved in emergency operation center roles involving situational awareness, weather briefings, and other planning section duties. Previously, she held several other local emergency management positions in Maryland, Virginia, and Texas that involved planning, training, exercise, and community engagement. Ashley coordinated many weather-oriented programs and initiatives, such as receiving StormReady status for the City of Leander, creating an NWS Austin VOST for storm reports, and creating weekly weather impact forecasts specifically for partners and first responders.

Ashley received her master's in geography with an emphasis in natural hazards from Texas Tech University in December of 2016. Her thesis work was titled "An Investigation of Social Vulnerability and Storm Resource Availability for Tornado Hazards in Lubbock, Texas." Her undergraduate work dabbled in geophysics and atmospheric science at Texas Tech University. The multidisciplinary collegiate experience assisted in giving her the knowledge of how natural disasters occur and how to prepare and recover from them.

Ashley Morris is a preparedness coordinator (CEM) for the Prince George's County Office of Homeland Security and Emergency Management in Maryland. Her primary role involves emergency planning, exercise coordination, social media messaging, community outreach, and volunteer management. She also leads the EOC planning section as planning section chief and is rostered in planning with Maryland IMT. Previously, she held several other local emergency management positions in Maryland, Virginia, and Texas. Ashley coordinated many weather-oriented programs and initiatives, such as receiving StormReady status for the City of Leander, creating an NWS Austin VOST, and creating weekly weather forecasts specifically for partners and first responders.