



Communicating

in the aftermath of an earthquake

when Twitter proves to be a
trustworthy and empathetic information channel

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Rumors fill the void



During an earthquake crisis, the affected population needs rapid, reliable information on what has just happened and what to do next to stay safe [1].

However, reliable earthquake information can take a few minutes to be accessible and shared with the population.

Every time there is a lack of information, rumors fill the void and misinformation spreads [2].

Effective earthquake communication

 **Rapid & Clear**
to prevent fake news from spreading

 **Transparent**
by acknowledging uncertainty if reliable information is not available yet

 **Empathetic**
to decrease anxiety and promote a sense of calming [3]



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@LastQuake Twitter bot

180k followers (April 2021)



When an earthquake occurs and **is felt by the population**, real-time information are automatically published via the twitter-bot.

Automatic tweets range from easily-accessible scientific information, to the shaking felt by the earthquake eyewitnesses, to the safety guidelines and –when applicable– to tsunami warnings.

Communication Strategy

felt earthquakes!



scientific information
e.g., location, magnitude



felt shaking
reported by the eyewitnesses

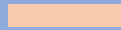


safety guidelines
safety-tips cartoon

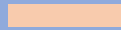


tsunami warning
when applicable

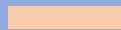
Assets



No technical jargon



Chose of words, tone, and images for a competent and compassionate communication



Manual tweets to counter specific false claims or needs



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References

- [1] Lamontagne & Goulet, 2018
- [2] Mileti & Peek, 2002
- [3] Covello, 2010

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