

Emergency Operations Center (EOC) Skillset: Media Analysis Unit

Task Category:

Media Analysis Unit Activation Phase Checklist

Media Analysis Unit Operational Phase Checklist

Media Analysis Unit Demobilization Phase Checklist

Task Categories: Complete Media Analysis Unit SEOC Activation Phase Checklist

Tasks	Code	Evaluation Record #	Evaluator Initials and Date
1. Complete the tasks outlined in the Activation Phase of the SEOC General Responsibilities Checklist.	C, E, F, I, T, A		
2. Coordinate information-sharing process regarding commercial and social media trends and identified misinformation with the PIO.	C, E, F, I, T, A		
3. If online access is restricted to specific news outlet websites or social media sites necessary for monitoring duties, request assistance from the Facility Support Unit to gain access.	C, E, F, I, T, A		
4. If online access to specific news outlet websites requires a subscription, coordinate payment with the Resources Support Section.	C, E, F, I, T, A		

Task Categories: Complete Media Analysis Unit SEOC Operational Phase Checklist

5. Monitor commercial news outlets (TV, radio, newspapers) to identify media focus and misinformation regarding the incident.	C, E, F, I, T, A		
6. Monitor social media channels (e.g., Facebook, Twitter, Instagram, Next-door) to identify trends and misinformation regarding the incident. Identify and leverage incident-specific search terms (e.g., hashtags and associated emojis). Note: If logging into any social media accounts or aggregator tools (e.g., Tweet Deck, Hootsuite, First Alert), ensure login information is not saved by the web browser.	C, E, F, I, T, A		
7. Analyze collected information from commercial news outlets and social media to develop regular status reports regarding identified trends and misinformation.	C, E, F, I, T, A		
8. If life safety issues are identified through analysis of social media content, vet and validate information. If deemed valid, relay information to the Operations Branch.	C, E, F, I, T, A		

Tasks	Code	Evaluation Record #	Evaluator Initials and Date
9. If requested, assist PIO with the development of social media content for WVEMD accounts. Do not post any content to social media ; this remains the responsibility of the PIO.	C, E, F, I, T, A		
10. Ensure all maps, status boards, and other displays related to media analysis contain current and accurate information.	C, E, F, I, T, A		
11. Support the development of situational awareness products, including all SITREPs and briefing materials associated with media analysis.	C, E, F, I, T, A		
12. Address the Media Analysis Unit's operational objectives and assignments as defined in the SEOC IAP within the operational period or established timeframe.	C, E, F, I, T, A		
13. Ensure all news outlet and social media account login information is provided to incoming relief staff.	C, E, F, I, T, A		
14. Complete the tasks outlined in the Shift Change section of the SEOC General Responsibilities Checklist.	C, E, F, I, T, A		

Task Categories: Complete Media Analysis Unit SEOC Operational Phase Checklist

15. If logged in to any social media accounts, sign out prior to demobilizing, and clear web browser saved passwords.	C, E, F, I, T, A		
16. Complete the tasks outlined in the Demobilization Phase of the SEOC General Responsibilities Checklist.	C, E, F, I, T, A		