

APPENDIX J: Media and Social Media Messaging for Family Reunification

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LOGO HERE**

Responsible Person: Public Information Officer (PIO)

Media Platforms to Consider: Local Television, Local Radio, Facebook, Twitter, Other Social Media the Organization Uses to Publicize Information to the Public or Members

General Guidelines for Messaging:

- Ensure there is a clear and efficient plan for message approval (typically through IC)
- Ensure that selected messaging channels are appropriate for audience
- Create a Social Media presence before a disaster occurs so the public and members of the organization know how to access information and general messaging
- If multiple languages are spoken at the organization, media messaging should be translated and available
- Traditional media and social media messages should be consistent
- Media messaging should complement first messages sent by mass text, phone call, or email to parents and guardians
- Aim to be the first to message on social media
- The messenger may vary depending on the level of credibility of the individual as perceived by the public
- Have a clear, pre-planned messaging procedure with staff, parents and guardians, and children at organization (i.e. determine if you would like children to share your social media messages)
- Messages should be: clear, accurate, focused, created with appropriate tone and appeal, and responsive to the target audience


Sample Media and Social Media Messages

Modify the message as needed based on the situation. Translate to other languages as needed.

Media Communication Channel	Sample Message	Things to Note
Television	Hello, this is (name and position) from (organization).	<ul style="list-style-type: none"> • Anticipate frequently asked questions • Consider body language if on camera • Portray reassurance, empathy • Emphasize the responders' ability to actively manage the situation
	We have experienced a (fire, threat of violence, damage to our building, etc.) and children and staff will be released (early or late) today. Children and staff from (organization) are being attended to, and actively managed. We have plans in place that will make the process easy, and we are committed to making this a smooth process. Information has already been sent to parents and guardians about pick-up time and location.	
	Parents and Guardians should make sure to bring a photo ID with them when they pick up their children so our staff	

	<p>can check the IDs, and sign their children out to them. Please be patient and park vehicles where you are directed to at the (site of reunification). (Students, children) who normally ride the bus will (still be, not be) riding the bus home, however busses will be arriving (# of minutes early or late) or more.</p> <p>We want to remind parents and guardians that we are committed to the safety and security of their children, and we have plans in place to get their children home as quickly and safely as possible.</p> <p>We have staff available to answer questions about picking up children, and they can be reached at (telephone number). Additional information can be found at (information on Facebook pages, other websites).</p>	
Radio	<p>This is an important message from (ORGANIZATION).</p> <p>This is (name and position) from (organization).</p> <p>Due to a (fire, threat of violence, damaged roof, etc.) at (organization), (students, children) will be released early (or late) today at (time children will be available for pick-up from reunification site). We have activated our Family Reunification plans. (Students, children, staff) are being attended to, and are being actively managed. We are committed to making this a smooth process and want to remind parents and guardians that we are committed to the safety and security of their children. We have plans in place to get children home as quickly and safely as possible. Information has already been sent to parents and guardians about pick-up time and location.</p> <p>(Students, children) will be released early (or late) today. Parents should come to the reunification site to pick up their child at the designated time. Parents and guardians should make sure to bring a photo ID with them when picking up children. (Organization) staff will check parents' and guardians' IDs, and sign children out.</p> <p>(Students, children) who normally ride the bus will (still be, not be) riding the bus home, however busses will be arriving (# of minutes early or late) or more.</p> <p>We have staff available to answer questions about picking up children, and they can be reached at (telephone number). Additional information can be found at (information on Facebook pages, other websites).</p>	<ul style="list-style-type: none"> • Anticipate frequently asked questions • Portray reassurance, empathy • Emphasize the responders' ability to actively manage the situation

<p>Facebook</p>	<p>**For Immediate Release**</p> <p>(Organization) will be releasing (Students, children) early today. Pick-up information below.</p> <p>Time: (time of message release) Author: (PIO)</p> <p>Due to a (fire, threat of violence, damaged roof, etc.) at (organization), (students, children) will be released early (or late) today. The emergency at (organization) has been resolved.</p> <p>We have activated our Family Reunification plans. (Students, children, staff) are being attended to, and are being actively managed.</p> <p>INFORMATION ON PICK-UP TIME AND LOCATION</p> <p>***</p> <p>Parents and guardians can pick up their kids at the Family Reunification site.</p> <p>Parents and guardians MUST bring a photo ID with them to the reunification site.</p> <p>(Students, children) who normally ride the bus will (still be, not be) riding the bus home, however busses will be arriving (# of minutes early or late) or more.</p> <p>***</p> <p>MORE INFORMATION</p> <p>If you have questions about picking up children, or the reunification process, please call our staff at (telephone number to call).</p> <p>***</p>	<ul style="list-style-type: none"> • Posts do not have a character limit, but should be kept brief and in plain language • Include hyperlinks to other websites for more information, if available • “Share” posts from police department or other public officials if accurate and necessary • People tend to “scan” posts, make sure to use short sentences
<p>Twitter</p>	<p>(Organization) will be releasing (students, children) early today. Get more information at: (links to Facebook, other website with detailed instructions)</p>	<ul style="list-style-type: none"> • Posts are limited to 140 characters • Headline should grab attention • Post brief message, with hyperlinks to

		<p>Facebook or other website for further information</p> <ul style="list-style-type: none"> • Messages can be posted consecutively and will display in chronological order on profile page and in follower’s Twitter feed • Able to “re-Tweet” other organizations’ messages (Police Dept., public official who have Twitter) for quicker messaging potential. Find a message to share,  and click
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Frequently asked follow up questions:

- How long will reunification last?
- What are public safety and public health officials doing?
- What area is affected?
- What caused the incident to occur?
- Whose fault is it?