

Social Media Action Plan
Prepared By: _____

Task #: _____ Task Name: _____
Op Period #: _____ Date & Time _____

Subject Name: _____

Is subject missing in an urban or urban / rural interface? Y N
Is subject fragile or otherwise vulnerable? Y N
Could public assistance help to locate subject? Y N
*Public Information Officer: recommend police activate public assistance /
broadcast subject name and description via social media if two of the three
questions are answered affirmative.*

Does subject have smart phone with them? Y N Unknown
*If yes, use a location determination service like YourLo.ca/tion to message
subject for location.*

Social Media:

*Check each channel for recent activity, location clues, and geolocation
(embedded GPS coordinates).*

Channel	ID	Activity	Geolocation
SMS (phone #)	_____	<input type="checkbox"/>	<input type="checkbox"/>
Email	_____	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	_____	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	_____	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	_____	<input type="checkbox"/>	<input type="checkbox"/>
4Square	_____	<input type="checkbox"/>	<input type="checkbox"/>
Athletic Tracking			
Strava	_____	<input type="checkbox"/>	<input type="checkbox"/>
MapMyRide	_____	<input type="checkbox"/>	<input type="checkbox"/>
Location Sharing			
InReach	_____	<input type="checkbox"/>	<input type="checkbox"/>
FindMe SPOT	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>

Re-check activity every operational period.

Social Media Action Plan

Goal 1: Guidelines to determine when posting a missing person's description and details to social media can assist the search

Goal 2: Guidance on how to use Social Media to locate missing person, or provide clues for last know position, or other intelligence.

Details

This form can be considered to be an adjunct to ICS 301 Lost Person Questionnaire and ICS 302 Subject Profile. These two forms gather a lot of profile information about the subject but are negligent in collecting a set of modern information. This form prompts the user to ask for certain types of information that can assist in locating the subject.

Geolocation

Many social media sites explicitly gather location information when users post. This location information may not be readily apparent but can be gathered using various online tools.

SEND (Satellite Emergency Notification Devices) such as Delorme InReach and SPOT are normally used for emergency broadcasts, but can also record locations passively. A subject could be missing and not able to trigger the device, but may have recorded previous locations.

Caveats

Privacy settings can prevent information from being shared.

Users may turn off location services.

Location information has no measure of error, and so **MUST BE INTERPRETED ACCORDINGLY**.

All information gathered can contribute to locating the subject, but none of it can be considered definitive.

Copyright

This form is the work of Michael Coyle, SAR Manager with Coquitlam Search and Rescue in Coquitlam, British Columbia, Canada.

I place this work in the public domain; you may make use of it as you see fit without crediting the author.