

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>

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Subject: FW: Greetings mayor and Council -

Greetings Mayor and Council-

Over the last several years, as a part of our Earthquake Strategy, staff have developed an Emergency Communications Strategy. Last week, in response to the earthquake North of Victoria we implemented components of that plan. I thought I would pass along to you a note from our Director of Communications, Rena Kendall-Craden with the results of that effort:

At around 11:45 PM December 29th, we had a 4.8 magnitude earthquake just north of Victoria. Our comms staff sent out messages immediately (within the first 8 minutes) and subsequently 5 more via social media to confirm that there was an earthquake and to remind people what to do in an earthquake. Instagram and Facebook were updated as well within the first 45 minutes.

The stats for this night were very good.

Twitter:

- 6 tweets
- 204,307 impressions

Facebook:

- 4 posts
- Total reach of 161,244

The following day, Emergency Management did 7 media interviews including 3 national news and received 15 -20 requests for neighbourhood emergency preparedness workshops.

Please feel free to follow-up with me or directly with Rena if you have questions.

Best

Sadhu