Fusion Social Media Capabilities

Social Media Tracking is a capability performed by Fusion Division analysts who look for trends in social media and open source data analytics, and incorporate these data with traditional sources for enhanced situational awareness. Fusion uses social media data to conduct long term trend analysis regarding relevant public health emergency information, as well as to conduct real-time event monitoring during planned and no-notice events.

It is becoming commonplace to turn to Twitter and other social media sites for situational awareness for large scale disasters including hurricanes, floods, wildfires and attacks (Boston bombings). During an event, Fusion analysts will define and monitor critical information requirements (CIRs). Some examples of known CIRs for hurricanes include:

> Hospital/Nursing Home Status
> Shelter Status
> Carbon Monoxide Poisoning
> Heat Related Illness
> Injury/Illness Reports

Social media tracking is a manual process, conducted by a single analyst at a time. The length of time spent on social media tracking depends on activation but can be up to 16 hours a day. Social media trend tracking covers standard CIRs as well as any other CIRs provided by the Secretary's Operations Center (SOC), ad-hoc requests received from the field, or any indicators or warnings detected by the analyst while conducting searches. Fusion analysts also monitor sentiment around an event or issue as requested.

For additional information contact: fusion@hhs.gov.

Last Updated: May 4, 2016