Facebook Japan

The progress of "Disaster Prevention" by the use of Social Platform
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Lecture 1
Introduction of Facebook and its "Crisis Response" function
Facebook Japan
Head of Communications

YUKIKO SHIMOMURA
Give people the power to build community and bring the world closer together
Building Global Community

- Supportive
- Safe
- Informed
- Civically-engaged
- Inclusive

※From 「Building Global Community」 posted by Mark Zuckerberg on FEBRUARY 16, 2017
Communities in Japan
Communities in Japan
2.07 billion
Monthly active users

800 million
Monthly active accounts

1.3 billion
Monthly active users

100 million
People join meaningful groups

(2017/9 Facebook data)
Facebook in Japan
Functions to support communities

Facebook

**Messenger**

- Maximum 50 people can join
- Group Video Chat

**Facebook Live**

- Interactive Communication
Functions to support communities

Groups

More than 1 billion (*) people around the world join Groups

Events

More than 16 million events are planned per month

(*As of January, 2016)
Functions to support communities

360 Photos • Videos

Apps supports for 4K or VR

Camera Effects

Various masks, frames and interactive filters
Building communities and Supporting businesses

Support detailed analysis and promotion
Revitalize the local communities
Help businesses Go global
Building Global Community

- Supportive
- Safe
- Informed
- Civically engaged
- Inclusive

(※From 「Building Global Community」 posted by Mark Zuckerberg on FEBRUARY 16, 2017)
Crisis Response
Triggered by 3.11 Great East Japan Earthquake

Studied at Harvard University
Safety Check
Community Help
People can ask for and give help to communities affected by the crisis.
Help to get more information about the crisis
Activation

• Safety Check has been activated for more than **850** crises in three years.

• Notified people that their families and friends are safe nearly **2 billion** times.
THIS JOURNEY 1% FINISHED
The progress of "Disaster Prevention" by the use of Social Platform

Lecture② Introduction of Disaster Prevention Girl and re-define “disaster prevention”
Disaster Prevention Girl / Director
Manami Tsutsuki
We want new generation to have more attention toward DRR
combined with new and exciting ways of disaster prevention
Re-define “disaster prevention”
We can do everything with Facebook!
How we use Facebook

1) Communicate with team
2) Communicate with Fan
3) Communicate with Client
4) Communicate in an emergency
#beORANGE

New sign "waving orange flags" has two important meanings. One is to give notice of tsunami and the other is to order them evacuate for higher places.
yeeey I hit upon a new project for surfers and swimmers!!!

oh, okay… what kind of project it is?

you want to know? hehe

i hear about DRR from my friend, he is a surfer...
1) Communicate with team
1) Communicate with team

<table>
<thead>
<tr>
<th>Team in 2017</th>
<th>Team in 2016 with Clients</th>
<th>Team in 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>【2017後期防災ガール】#beORANGE</td>
<td>田中 美咲, 筒木 愛美, 末広 香澄, 今井 遥香, 大下内 和也</td>
<td>田中 美咲, 内野 秀之, 岡本 ナオト, 早坂 遊羽, 筒木 愛美, ..</td>
</tr>
<tr>
<td>#beORANGEサミット当日スタッフ</td>
<td>田中 美咲, 内野 秀之, 岡本 ナオト, 早坂 遊羽, 筒木 愛美, ..</td>
<td>田中 美咲, 山中 晶一, 田中 照久, 山本 美咲, 堤 健治, 伊藤 ..</td>
</tr>
<tr>
<td>#beORANGE高知実行委員会</td>
<td>田中 美咲, 山中 晶一, 田中 照久, 山本 美咲, 堤 健治, 伊藤 ..</td>
<td>田中 美咲, 松田 憲, 岡本 ナオト, 沖田 翔, 西 ..</td>
</tr>
<tr>
<td>【#beORANGE】静岡チーム</td>
<td>Kaho Iguchi, 田中 美咲, 松田 憲, 岡本 ナオト, 沖田 翔, 西 ..</td>
<td>田中 美咲, 岡本 ナオト, 山本 紗絹, 筒木 愛美, 永尾 優美香, 荒木 萌, 奥 ..</td>
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</tr>
<tr>
<td>【#beORANGE】渉外チーム</td>
<td>田中 美咲, 岡本 ナオト, 山本 紗絹, 筒木 愛美, 本多 由季, ..</td>
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</tbody>
</table>
1) Communicate with team
Communicate with Fan

not report but communicate

goods on shop
2 Communicate with Fan
3) Communicate with Clients

Share ideas for new product, sending contract documents and more...
400 and more orange flags all over Japan now
4) Communicate in an emergency

✔ Safety confirmation within our team

✔ post info on FBpage and Twitter
  *summary info is on FB, Immediate ones are on TW

✔ share info w/leader of other communities
Community Continue Plan
WEB：http://info.bosai-girl.com/
Lecture ③
“We Shall Never Forget” – Lessons learned from the victims

The progress of ”Disaster Prevention” by the use of Social Platform

The IWATE NIPPO
Toshikazu KANUKA

The Iwate Nippo
Newspaper Staff writer

2011. 3. 11
I suffered from the Great East Japan Earthquake disaster in Ofunato
Our important viewpoint since that day

We value lives
• The lives that were saved
• The lives that were lost
• The lives that carry on living
The handwritten lists of the evacuees were posted at the refuges. They wanted to convey that they live. We placed the names of the 50,000 refugees in total.
The dead and missing by the tsunami in Iwate = 5793 people
Our mission

We must never again lose precious lives from another disaster.
The digital archive
“We Shall Never Forget”

– Last Movements of Tsunami Disaster Victims

Masahiko Kurisawa (64)

During earthquake: Chiropractic clinic
During tsunami: Unosumai disaster prevention center

His neighbors perished at the Unosumai disaster prevention center, and because it was a new building he thought it would be safe to evacuate there.
Blue points are male, red ones are female.
The Pledge To Save Our Lives

Save people who need special support

Just run! Don’t turn back!

Move to higher area

Conduct a disaster drill to be ready

Don’t apply the previous cases

Save people who need special support
Pass the lessons down to the next generation
The Earthquakes in Nankai Trough and in Tokyo metropolitan area

At the Kumamoto Earthquake phones didn’t work, but the internet did. SNS (Facebook, Twitter) had a great presence.

A person from Iwate who posts on Iwate Nippo Facebook page will be put on the newspaper as a list of the evacuees.
The message board of life

命の伝言板

facebook

Community Help

岩手日報社

facebook Test Page
命の伝言板（災害時の安否情報を共有します）Produced by The IWATE NIPPO
@wasurenai.2011.3.11

ホーム
イベント
レビュー

コミュニティ
これもおすすめ

近況を投稿する

下書き72件
最新の下書き作成日: 2017年9月20日(水) 16:53 下書きを表示
We Shall Never Forget
The progress of "Disaster Prevention" by the use of Social Platform

Panel discussion

"Disaster Prevention" and Social Platform
The Earthquakes in Nankai Trough and in Tokyo metropolitan area

Ex. A middle-aged man from Iwate who lives in Tokyo

He posts on facebook that he is alive

His aged parents in Iwate read about his safety

Iwate Nippo prints his name on paper

The message board of life