



**SOCIAL MEDIA AND GEOSPATIAL INFORMATION**

# Crowd Sourced Analysis and Social Media

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## SOCIAL MEDIA AND GEOSPATIAL INFORMATION

# What is Geospatial Information?





# SOCIAL MEDIA AND GEOSPATIAL INFORMATION

## What is Social Media?





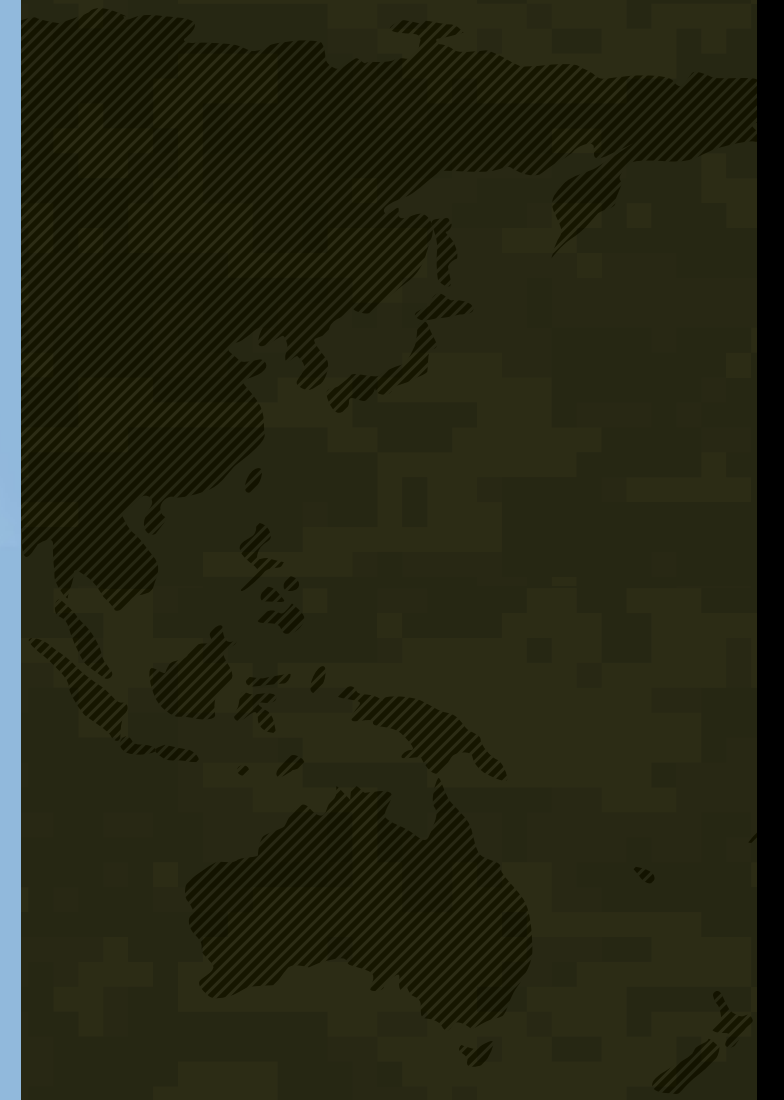
## SOCIAL MEDIA AND GEOSPATIAL INFORMATION

How does Social Media  
use Geospatial Information?





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## Social Media takes TIME

Listen	Promote	Participate	Publish	Build Community
No Engagement	Broadcast/Share	Low Engagement	Content Intensive	High Engagement
Google alerts socialmention* ATTENSITY 360 SCOUTLABS radian <sup>6</sup>	digg twitter BizSugar helloxt Ping.fm ShareThis AddThis dlvr.it	facebook Linked in twitter hootsuite seemio TweetDeck	Blogger WordPress TypePad flickr YouTube	facebook Linked in twitter NING
15 min/day	20 min/day	30 min/day	3-5 hrs/wk	5-10 hrs/wk

Original concept by Beth Kanter





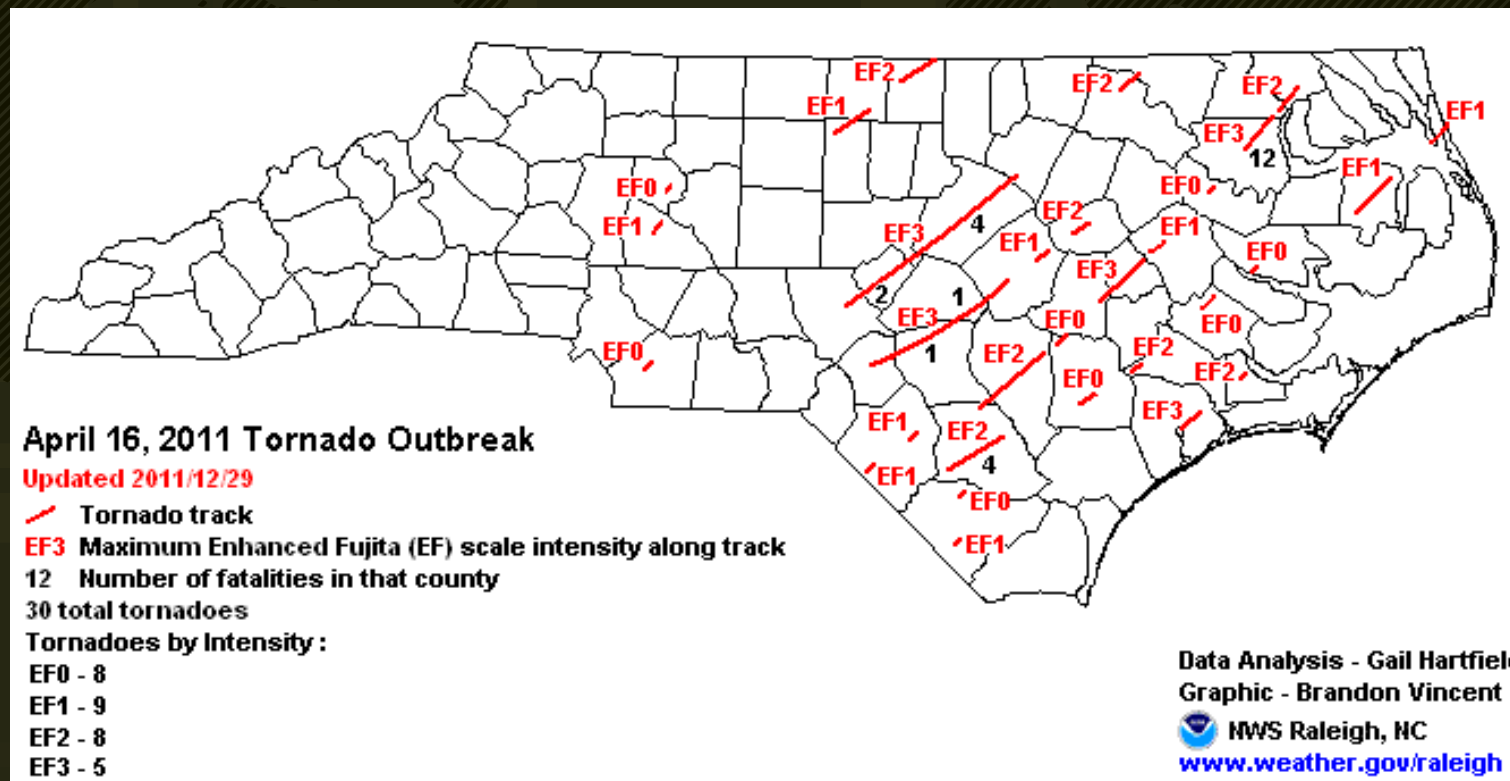
# Natural Disasters







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How Social Media Could  
have Helped





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# Geospatial Information and Social Media





## SOCIAL MEDIA AND GEOSPATIAL INFORMATION

# Plan For Social Media In Spring Lake





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## Conclusion







## SOCIAL MEDIA AND GEOSPATIAL INFORMATION

Thank you!

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