

SOCIAL MEDIA MANAGEMENT

SPECIFICALLY FOR PUBLIC SECTOR AND EMERGENCY MANAGEMENT

Built to manage the unique challenges faced by the public sector, MusterPoint provides a comprehensive and feature rich dashboard to coordinate d media monitoring and response and media management.

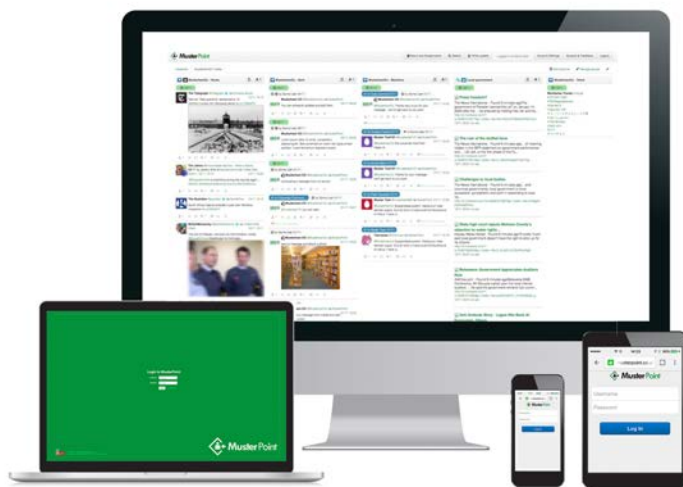
With an emphasis on audit and accountability, MusterPoint provides at scale overview of all social media activity.

CRISIS SIMULATIONS

MEDIA AND SOCIAL MEDIA COMBINED TO PROVIDE IMMERSIVE EMERGENCY RESPONSE EXERCISES

Realistic and tailored crisis simulations offer teams the opportunity to test policy and procedure, working practices, resilience and resources.

Each scenario has been experienced operationally by our team and offers a fully immersive experience with detailed reporting and feedback.



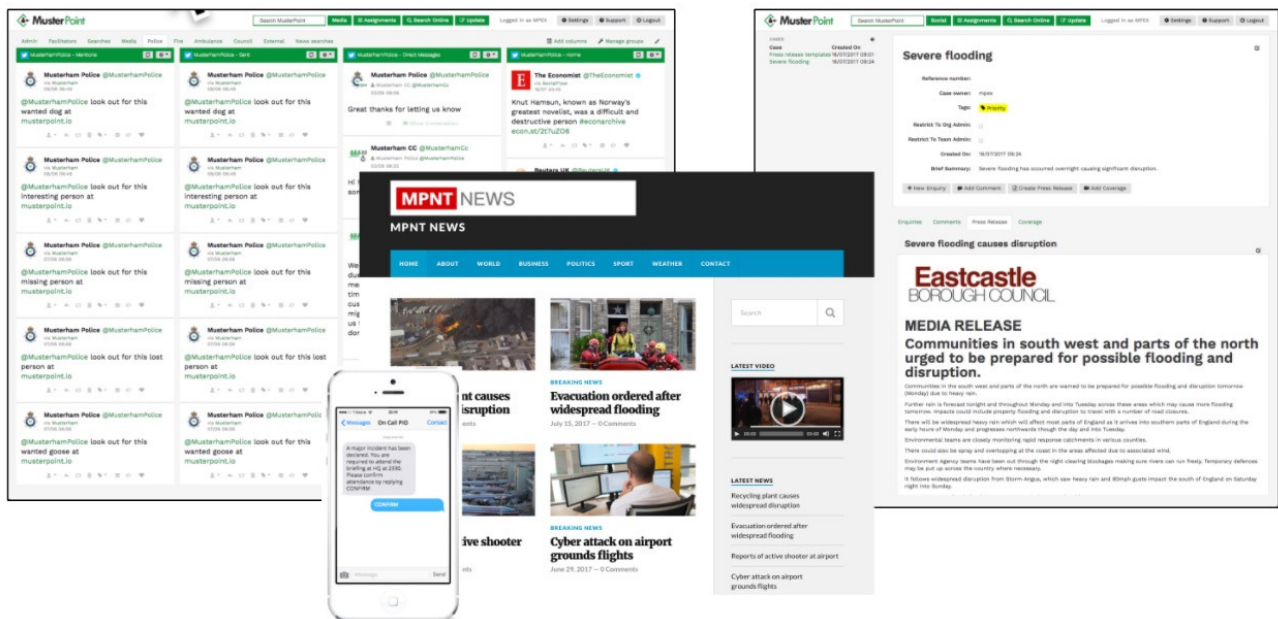
MUSTERPOINT IS THE
ONLY SOLUTION
OFFERING A COMBINED
DASHBOARD OF SOCIAL
MEDIA, MEDIA AND
SIMULATION EXERCISES
WITH FULL ARCHIVING

THE PLAYERS

WELCOME TO LAKEHAVEN

We've created an environment that's as close to a typical community as we can get. You'll get full use of agencies, the media, members of the public, and key stakeholders. We include all 911 responders, emergency agencies, utilities and public organizations that could be involved in your simulated incident.

The dashboard is set up in teams and sub-teams to reflect working relationships of DHS First Responder Communities of Practice (FRCoP).



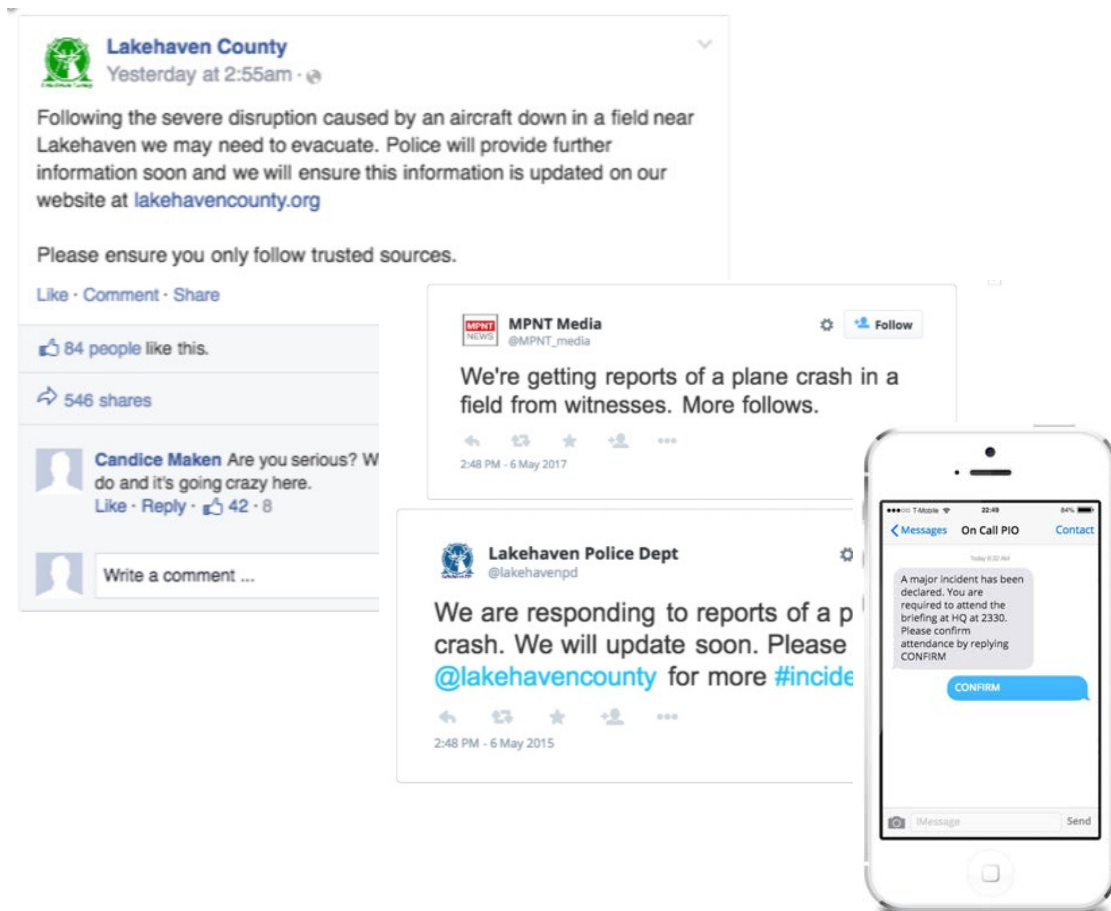
Our news agency provides a fully immersive breaking news environment with an interactive news site, simulated live video, social media updates and journalist enquiries.

THE PLATFORMS

WELCOME TO LAKEHAVEN

We provide Twitter, Facebook, TV news media, simulated iPhone and WhatsApp messages, and discussion boards to give a realistic experience of what could happen during an emergency.

The information provided is realistic and works in time to correspond with the exercise timings.

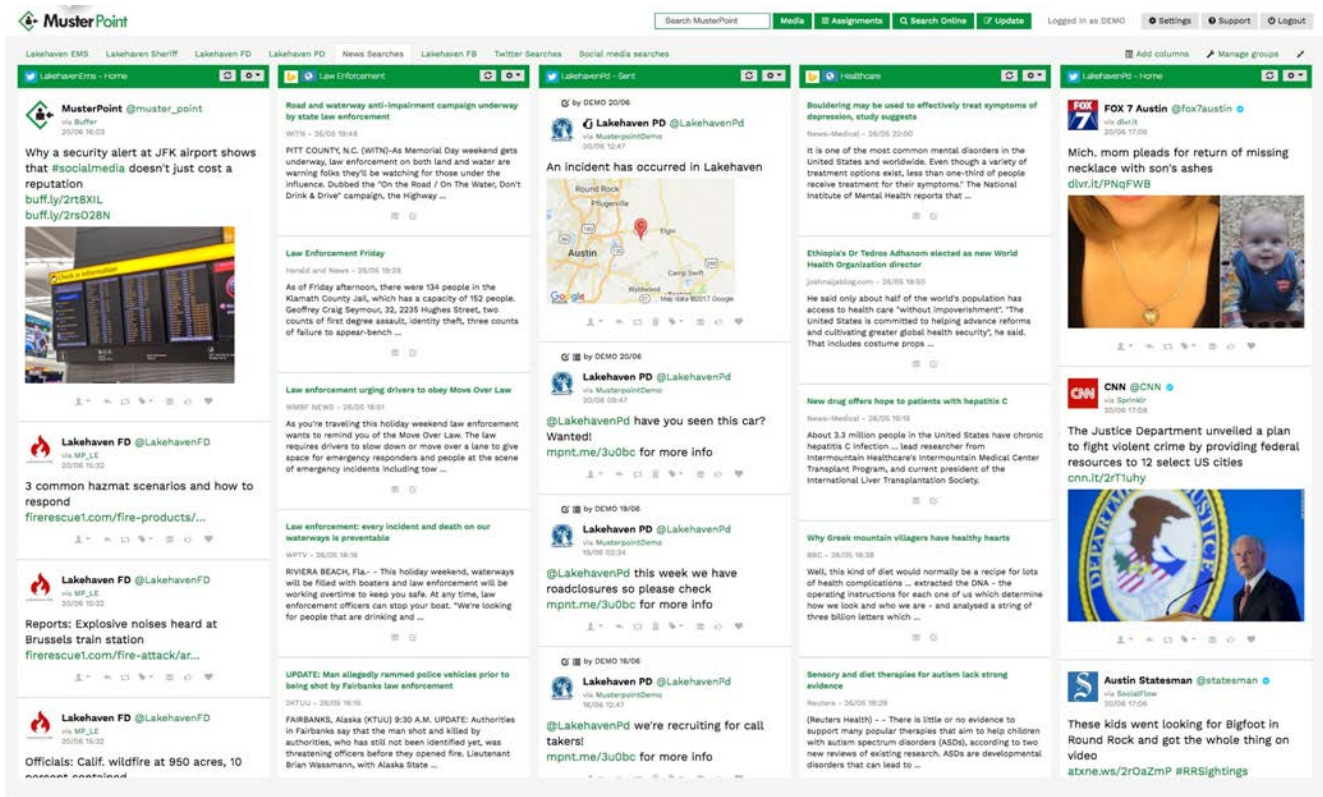


Our team have all worked on live emergencies at scale so are able to provide authentic social media feeds and respond dynamically to participants decisions and actions.

THE DASHBOARD

Your day-to-day responsibilities don't stop just because you participate in an exercise. MusterPoint is the only solution that provides simulation training in the exact same package also used for live management and monitoring of social media. This means that you can still run your daily operations while having the option to run a training scenario.

Our dashboard is used regularly by organizations with user numbers ranging in size from five to 500. It's web-based and mobile friendly.



SOCIAL MEDIA OPTIONS

- Search monitoring
- Message triage and assignment
- Posting and response
- Management of multiple accounts
- Ability to preload bulk updates
- Tagging of posts and users
- Full reporting of user activity
- Tiered administration
- Post moderation and approval

GENERAL MEDIA OPTIONS

- Media enquiries (by phone or email)
- Contacts individually and by group
- Internal briefings and decision making
- Press releases and distribution
- Media coverage

EVALUATION

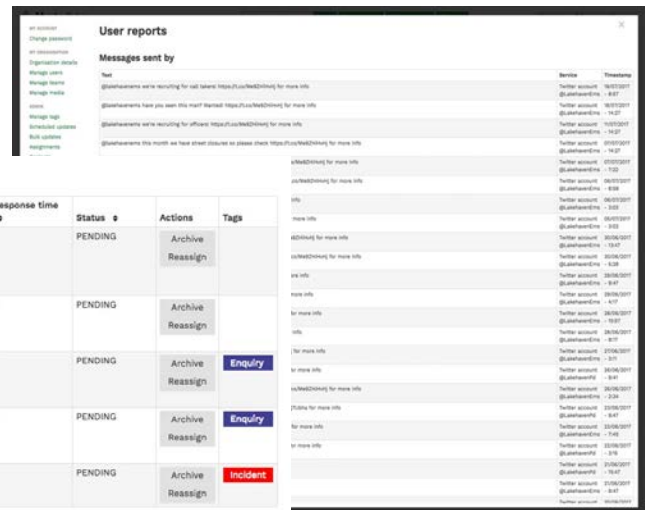
Evaluation is a critical component of all exercises. Our evaluations on live exercises are created in line with your intended outcomes and will vary depending upon these.

- Based on measurable training objectives & core capabilities
- Qualitative measures such as whether information given was useful and reliable to different target audiences
- Quantitative measures including response times or number of rumors identified

Our reporting is simple to understand and provides the insight you need for measuring the success of your exercise.

The reporting functionality will provide you with:

- All updates sent from users including replies
- All media releases created
- All logged media enquiries and coverage



Assignments

Text	Comment	Service	Assigned to	Assigned by	Assigned date time	Response time	Status	Actions	Tags
We are working with @LakehavenEms @Lakehavencounty and @LakehavenPd to keep the roads safe in this bad weather https://t.co/9wuhp5tgk		Twitter account @LakehavenEms	DEMO	DEMO	01/06/2017 - 14:40	-	PENDING	Archive Reassign	
Do you have any jobs @LakehavenEms	Please can you deal with this? I don't know much about it.	Twitter account @LakehavenEms	North America	DEMO	01/06/2017 - 14:40	-	PENDING	Archive Reassign	
I'm looking forward to visiting beautiful Lakehaven and hope I don't get pulled over by @LakehavenPd	Please can you deal with this? I know they aren't here	Twitter account @LakehavenEms	User One	DEMO	01/06/2017 - 14:41	-	PENDING	Archive Reassign	Enquiry
@Lakehavenems next month we have street closures so please check https://t.co/MesZkHwHj for more info	Please deal	Twitter account @LakehavenEms	User Four	DEMO	14/06/2017 - 9:50	-	PENDING	Archive Reassign	Enquiry
Tory candidate's amazing 'Alan Partidge-stylar' election video goes viral https://t.co/xxvSLOTLD	Please can you deal with this	Twitter account @LakehavenFD	User Five	DEMO	06/06/2017 - 6:15	-	PENDING	Archive Reassign	Incident

When evaluating we typically assess:

- Message clarity and quality
- Responsiveness
- References
- Online credibility and liability
- Monitoring and analysis
- Resource allocation

We also provide evaluation of the experience of the participants. A feedback survey is circulated to gain insight into the quality and usefulness of the exercise.

SUPPORT

REMOTE AND ON SITE

VIRTUAL CLASSROOM

We offer a 'virtual classroom' where participants can ask for help, share documents, remotely discuss scenarios away from the exercise and be briefed by our team - or their own colleagues.

The classroom is available to clients prior to and after the exercise and is private to the individual exercise/simulation participants.

Clients also have access to online chat with our support team and facilitators.

THE TRAINERS

Facilitators and qualified trainers design, deploy and evaluate scenarios whether they are pre-created or dynamic.

Exercise designers have experience with using Hydra Suites and other simulation tools and are qualified to teach in the adult, public safety sector.

THE TECH TEAM

MusterPoint provides technical support both remotely and on-site. We are also able to provide necessary equipment, such as mobile devices and laptops with Internet connectivity, to ensure your simulation is facilitated smoothly (this requires a pre-exercise deposit to cover loss).

Our technical support team are on-hand to deal with any unlikely issues and are also available for pre-exercise training or consultation. We have a substantial knowledge-base with written, audio, and visual training guides - available both in digital and hard-copy distribution methods.

ABOUT US

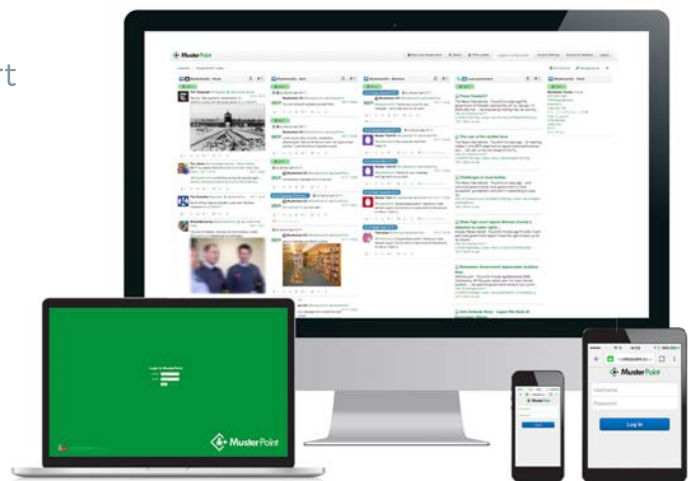
WORKING EXCLUSIVELY THE PUBLIC SECTOR AND EMERGENCY SERVICES

SOCIAL MEDIA MANAGEMENT FOR PUBLIC SAFETY, EMERGENCIES
AND CRISIS COMMUNICATION

- Combined monitoring, management and response
- Media enquiry logging and oversight
- Multi-agency and stakeholder collaboration
- Emergency simulation and training
- Created by emergency management experts

ONLINE EMERGENCY AND CRISIS SIMULATIONS

- Based on real-life scenarios
- Created by comms and emergency planning experts
- Affordable and easy to implement
- Multi-agency participation
- Remote at-desk training and support
- Custom training available



Contact

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