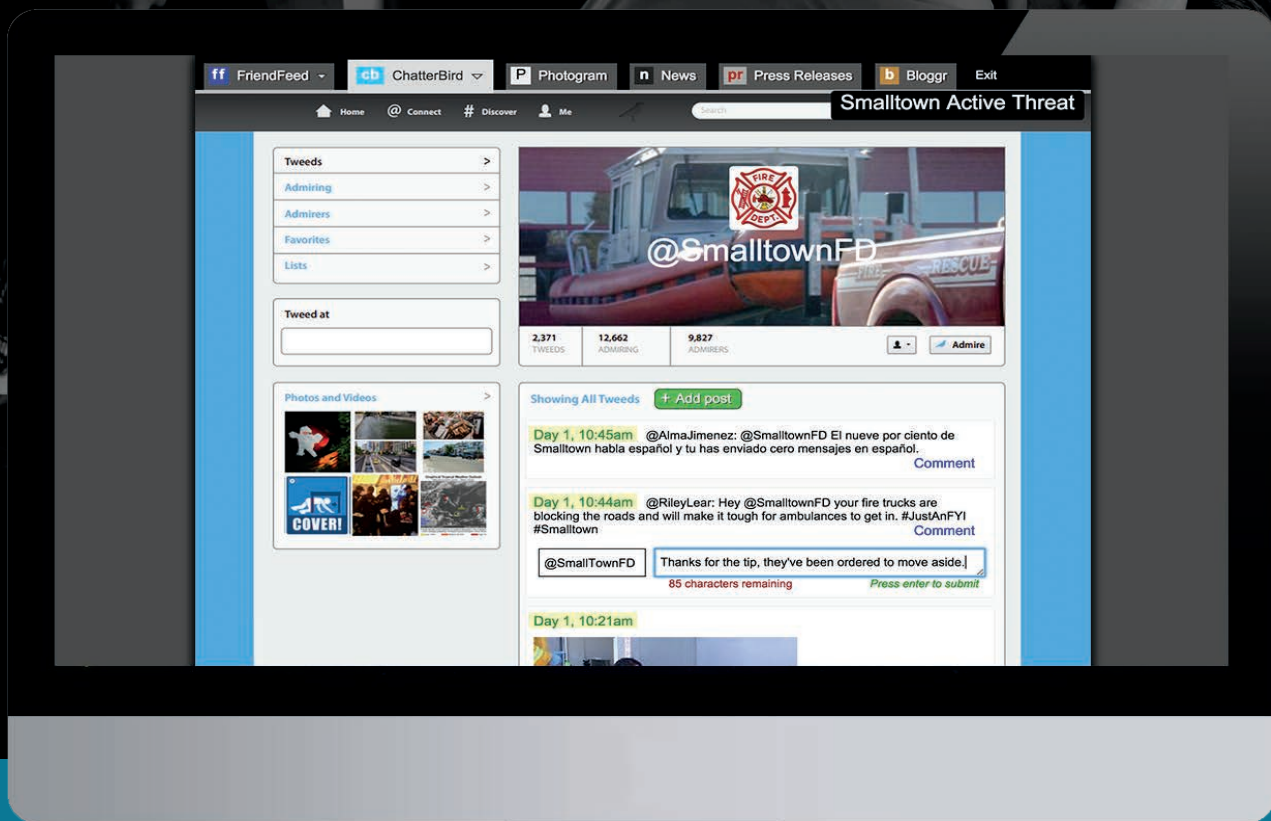


WHAT WILL YOU POST DURING AN EMERGENCY?

Help is on the way! #EMSocialSim

Post



EMSocialSimulation™ is a secure, web-based tool that allows organizations to simulate social media interactions and response techniques in a private, secure environment.

FAMILIARIZE

teams with common social media platforms and communications outlets.

LEARN

patterns that occur during emergencies and disasters in order to use social media more effectively.

IMPROVE

skills, including situational awareness, information dissemination, rumor control, event analysis, and messaging strategy.

Schedule a demo at www.EMSocialSimulation.com

EMSocialSimulation was developed by Hagerty Consulting, an emergency management consulting firm helping clients prepare for and recover from disasters.



RISK-FREE



Simulations are completely private and separate from real social media. Learn from mistakes and improve skills without the potential of accidental public posting.

REALISTIC



EMSocialSimulation includes common social media platforms. Players can post to pages, add comments, upload photos and press releases, and more.

AUTOMATION



Auto-Pilot mode allows you to play and pause exercises with a single click. Script everything in advance for truly automated exercise administration.

SCALABLE SUPPORT



Our professionals can scale our level of service to our needs—ranging from remote help desk support to full exercise design in alignment with HSEEP.*

ANALYTICS



Download a report of all activity from a simulation for review and evaluation. Quantify performance to see if metrics are being met and to track improvement over time.

CUSTOMIZABLE



Start a simulation from one of the pre-scripted scenario templates, then customize it to your personal preferences, adding profile and background photos for added realism.

WEB-BASED



As a web application, EMSocialSimulation can be accessed from any computer or tablet with Internet access. Users can participate in-person or remotely.



* Our team of experienced exercise planners can integrate EMSocialSim into your HSEEP-based functional and full-scale exercises, create social media-focused drills, and/or develop social media content for tabletop exercises and games.

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