

HOW DO GOVERNMENT AGENCIES RESPOND TO MULTIPLE DISASTERS THROUGH SOCIAL MEDIA? -- EVIDENCE FROM SOUTHERN CALIFORNIA

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ABSTRACT

Residents in southern California routinely experienced various natural disasters such as wildfire, earthquake, drought, heatwave and flood. In 2020, these disasters are compounded with the Covid-19 pandemic, creating unprecedented social, economic and public health crises. Amid these multiple crises, government agencies in the area have increasingly been using social media platforms to communicate critical public health information or disaster response information such as evacuation notice, shelter information, hotlines and important updates. The study aims to assess the effectiveness of these social media communications by analyzing social media posts collected in 2020. The study provides empirical evidence for government agencies and policy makers on how to effectively communicate and respond to crises/ natural disasters using social media and better help citizens navigate these crises. It contributes to the literature by providing a conceptual framework to analyze social media communication during crises and provide empirical evidence on what are the effective strategies for these communications or engagement.

Keywords: Public Administration, Social Media, E-governance, Natural Disasters