What happens when you don’t use social media (well)?

@AyhanEvrensel
Consultant
unclear made clear

#LetsTalkNuclear

IAEA Technical Meeting on
Using Social Media for Public Communication and Stakeholder Involvement for Nuclear Programmes
Vienna, 11 December 2019
Power of social media
2011, Abu Dhabi: Had we used SM...

Lost and Found

Lost and Found: One particular incident put the radiation safety issue high on the UAE agenda. On 25 October, a company licensed by FANR reported to the police and FANR emergency contacts that it had lost a device that contained a possibly deadly Iridium (Ir-192) source. This was a machine used in industrial radiography to take special pictures in order to check the welding on metal components. A coordinated search involving multiple entities was launched around Abu Dhabi’s Musaffah industrial area and FANR immediately warned the metal dealers and the public of the possible dangers, and that the device should only be handled by trained staff. FANR also informed the team in charge of IAEA’s Illicit Trafficking Database, an international system recording such incidents. Luckily, a passer-by saw the device and notified the police on 6 November, who in turn informed FANR. FANR officials confirmed there and then in the town of Al Rahba, 30 km northeast of the city of Abu Dhabi, that there was no tampering or damage to the device. They also found no traces of radioactive contamination following measurements with specific equipment. In a press release that focussed on lessons learned from the incident, FANR emphasised that the loss showed “vulnerabilities on the part of our licensees in securing radioactive sources... [and] how closely local and federal authorities must work together.”
Goiania: no Tweets in 1987
What’s in a name?

IAEA
FAKE!

83 M fake accounts

shut down ~70 million fake & suspicious accounts in 2018

action on 21.6 M accounts (Jan-June 2019)
Fake!

BP America

@BP_America

Committed to America's energy security and economy. Official Twitter account for BP America.

632 Following  195.2K Followers

BP Public Relations

@BPGlobalPR

This page exists to get BP's message and mission statement out into the twitterverse!

Global · streetgiant.bigcartel.com

(May 2010)
Admin rights / Passwords

Donald J. Trump 🔄
@realDonaldTrump

My Twitter account was taken down for 11 minutes by a rogue employee. I guess the word must finally be getting out—and having an impact.

11:51 AM · Nov 3, 2017 · Twitter for iPhone

22.9K Retweets 95.8K Likes
Images
How NOT to respond...

Matthew Harris @mattiaharris · 4h
#easyjet beats @Ryanair to have backless seats. @ flight 2021 Luton to Geneva. How can this be allowed.
@easyJet_press @easyJet
How NOT to respond...

Repeating to @mattiasharris
Hi Matthew, thanks for bringing this to our attention, before we can investigate this could I ask you to remove the photograph & then DM us more info regarding this, so we can best assist you. Ross
Sharing is Caring, but...

British Airways shared Virgin Atlantic's post.
19 mins ·

Virgin Atlantic
October 19 at 6:07pm ·

There's never been a better time to visit London. Book today with Virgin Atlantic

Take an eye opening trip
Fly nonstop in comfort and style to your next adventure in London with Virgin Atlantic

VIRGIN-ATLANTIC.COM

Book Now
Sharing is Caring, but...

**British Airways** shared Virgin Atlantic's post.
21 October at 23:12

Finally we agree on something except for how to get there.
**#FlyBAtoLondon. Book here:** [http://ba.uk/OVM9Eg](http://ba.uk/OVM9Eg)

**Virgin Atlantic**
20 October at 01:07

There's never been a better time to visit London. Book today with Virgin Atlantic
### Top Reasons People Disconnect From Social Media

Percentage Identifying Each Response as a Reason to Disconnect

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political commentary/content</td>
<td>24.2%</td>
</tr>
<tr>
<td>Excessive posting</td>
<td>17.7%</td>
</tr>
<tr>
<td>Discriminatory* posts</td>
<td>9.1%</td>
</tr>
<tr>
<td>Bullying/aggressive language</td>
<td>8.5%</td>
</tr>
<tr>
<td>Complaining/negative vibes</td>
<td>5.8%</td>
</tr>
<tr>
<td>Disinterest in/annoyance with content</td>
<td>5.8%</td>
</tr>
<tr>
<td>Sexual content</td>
<td>4.3%</td>
</tr>
<tr>
<td>Fake news</td>
<td>1.9%</td>
</tr>
<tr>
<td>Religious content</td>
<td>1.9%</td>
</tr>
<tr>
<td>Product/service promotion</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

*Discriminatory content includes written responses that specifically reference prejudice(s) based on race, gender, weight, and sexuality.

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"I was sick of seeing their political posts – they were aggressive and mean-spirited, not constructive or meant to provoke thought or conversation."

— 32-year-old millennial woman

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**Source:** Survey of 702 respondents who reported they'd disconnected from a friend on social media
...post away

but also engage!

#LetsTalkNuclear

@AyhanEvrensel
ayhan.evrensel@gmail.com