



STATE OF FLORIDA

DIVISION OF EMERGENCY MANAGEMENT

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FLORIDA EMERGENCY MANAGEMENT LAUNCHES NEW BLOG AND TWITTER FEEDS

TALLAHASSEE -- Beginning today, Florida residents, visitors, emergency officials and news media outlets can now receive additional information reports from the Florida Division of Emergency Management and State Emergency Response Team via a new blog and Twitter accounts at <http://flsertinfo.blogspot.com>.

"With such a phenomenal growth in new media sources and the increased need for rapid information gathering and sharing, we wanted to add these resources to benefit all Floridians," said Interim Director Ruben D. Almaguer of the Florida Division of Emergency Management. "Our goal is to provide clear and concise information to the general public, the emergency management community, and news media through as many available technologies as we can."

In 2009 the Division has embraced the wave of "Web 2.0" technology by adding new informational services, weekly reports and outreach tools on YouTube, Twitter and Google Maps "mashups," a digital process which combines data from two or more sources to create better information.

The new blog page, <http://flsertinfo.blogspot.com> will offer day-to-day information on emergency management activities, statewide hazards and other preparedness events throughout the Sunshine State and the nation. During disasters the blog will be updated with the most current information on the disaster, related hazards, evacuations and other protective actions being recommended by state and local emergency management agencies.

"FLSERTInfo" joins "FLStateWatch" and "FLSERTWeather" on 

Maintained by the Office of External Affairs, "FLSERTInfo" now joins previous Twitter feeds "FLStateWatch" and "FLSERTWeather" that can be accessed via Twitter.com or users can simply follow all three feeds conveniently located in the right hand column of the new blog. Interested users may also elect to sign on to follow or "tweet" relevant information to share with the State Team. There is no fee to join and share information.

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(Tweet page 2 cont.)

Below are links and descriptions of the Division's official twitter accounts.



FLSERTInfo: <http://twitter.com/FLSERTInfo>

General program and emergency information, news releases, interesting facts, videos and photos of current events involving the Division of Emergency Management and the State Emergency Response Team. Maintained by the Office of External Affairs.



FLSERTWeather: <http://twitter.com/FLSERTWeather>

The State Meteorological Support Unit retransmits significant severe weather alerts and statements issued by the National Weather Service and the National Hurricane Center that are specific to Florida. Additional information includes links to weather-related press releases and information on hazardous weather awareness in Florida.



FLStateWatch: <http://twitter.com/FLStateWatch>

24/7 daily feed from the Florida State Watch Office Operations Team in Tallahassee, FL. Breaking news and hazard alerts from all 67 counties in Florida.

For more information on the Florida Division of Emergency Management and to GET A PLAN!, please visit: www.FloridaDisaster.org. All students, teachers and parents can find educational information and free downloadable materials at: www.KidsGetAPlan.com. And for the latest weekly situation and flash reports go to: www.YouTube.com/FloridaSERT. Or join our blog at: <http://flsertinfo.blogspot.com/>.

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