LINKS

Strengthening links between technologies and society
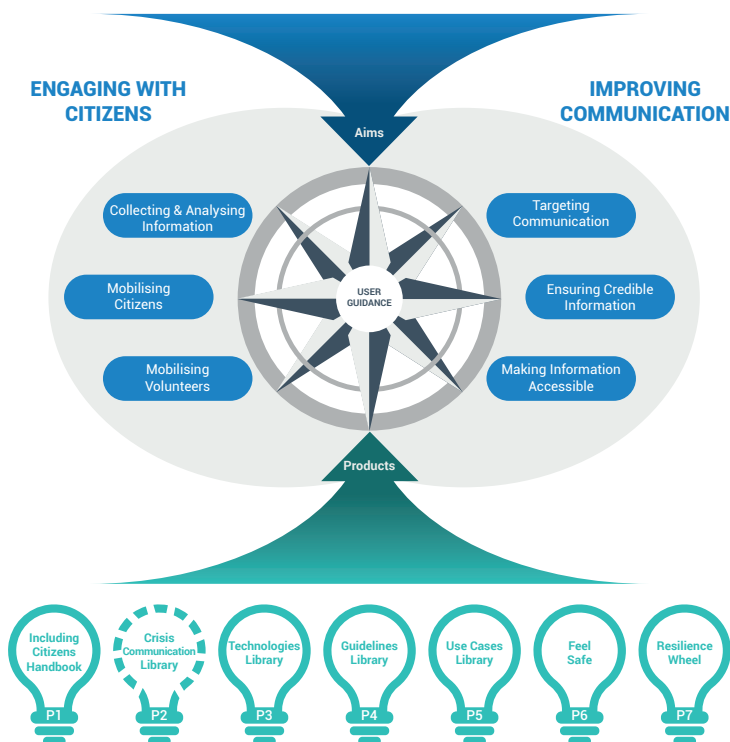for European disaster resilience

The LINKS Framework:
Guidance on the Uses of Social Media and Crowdsourcing in Disasters

What is LINKS?

LINKS 'Strengthening links between technologies and society for European disaster resilience' is a project funded by the European Commission under the Horizon 2020 Research and Innovation Programme. The aim of LINKS is to **consolidate knowledge on the uses of Social Media and Crowdsourcing to increase disaster resilience.**

ENGAGING WITH CITIZENS

IMPROVING COMMUNICATION

Aims

Collecting & Analysing Information

Mobilising Citizens

Mobilising Volunteers

USER GUIDANCE

Targeting Communication

Ensuring Credible Information

Making Information Accessible

Products

Including Citizens Handbook — P1

Crisis Communication Library — P2

Technologies Library — P3

Guidelines Library — P4

Use Cases Library — P5

Feel Safe — P6

Resilience Wheel — P7

What is the LINKS Framework and who is it for?

The LINKS Framework is developed to help **stakeholders working in disaster risk management** to focus on **what's important when considering the application of Social Media and Crowdsourcing in disasters**. It supports strategic thinking in relation to two main themes: Engaging with Citizens and Improving Communication. It has the aim of guiding stakeholders, especially in the planning phase.

For **"Engaging with citizens"**, the LINKS Framework provides guidance on:

- **collecting and analysing information from Social Media and Crowdsourcing** e.g. filtering data in order to get a more accurate operational picture
- **mobilising citizens and engaging with local communities** so that they can actively contribute to the disaster management system
- **mobilising volunteers**, in different phases of disasters

For **"Improving communication"**, the LINKS Framework provides guidance on:

- **targeting communication**, so that specific communication strategies are used for different target groups
- **ensuring the credibility of information** sent out to, and received, from the public
- **making information accessible for all stakeholders**, including citizens and vulnerable groups

Which products are included in the LINKS Framework?

The LINKS Framework consists of 6 useful products for working with Social Media and Crowdsourcing in disaster risk management:

Including Citizens Handbook:
a set of guidelines, checklists, and exercises on how to promote more inclusive approaches in disaster risk management through social media and crowdsourcing - *How can we mobilise citizens and volunteers?*

Technologies Library
a platform that gathers and structures information about existing Social Media and Crowdsourcing technologies to guide the selection and application of these technologies - *Which technologies are useful to me/to my organization?*

Guidelines Library:
a library with guidelines on how to use Social Media and Crowdsourcing technologies in disaster situations - *What rules and procedures should we take into account?*

Use Cases Library:
real examples of the uses of Social Media and Crowdsourcing technologies in disaster situations - *Are there any good practices we should consider?*

Feel Safe:
an online platform for teachers consisting of educational materials to promote children's participation in disaster preparedness - *How can we increase risk awareness among children?*

Resilience Wheel:
a visual model that helps DMOs identify the needs and priorities of their organizations for using Social Media and Crowdsourcing technologies in disaster management - *What institutional conditions should we consider for integrating Social Media and Crowdsourcing into our work?*

How can you access the LINKS Framework?

The LINKS Framework is available in the **LINKS Community Center (LCC)**, the online platform providing a user-friendly access to the LINKS results and a means to exchange knowledge and experiences:

🌐 **https://links.communitycenter.eu/**

SCAN ME

LINKS project partners:

VU UNIVERSITY AMSTERDAM · UNIVERSITY OF COPENHAGEN · UNIVERSITÀ DEGLI STUDI FIRENZE

safety innovation center · UNIVERSITY COLLEGE COPENHAGEN KP · FREDERIKSBERG KOMMUNE

HOVEDSTADENS BEREDSKAB · Save the Children · DISASTER PREPAREDNESS AND PREVENTION INITIATIVE FOR SOUTH-EASTERN EUROPE

FEU · Deutsche Hochschule der Polizei · sitech services

EOS EUROPEAN ORGANISATION FOR SECURITY · UNIVERSITÀ DEGLI STUDI LINK · PROVINCIA DI TERNI

VEILIGHEIDSREGIO Zuid-Limburg · KOBE UNIVERSITY

LINKS contacts:

Kees Boersma
Vrije Universiteit Amsterdam
(Principal Investigator)
f.k.boersma@vu.nl

Nathan Clark
Vrije Universiteit Amsterdam
(Project Coordinator)
n.e.clark@vu.nl

Eliseo Sciarretta
Link Campus University
(Communication Leader)
e.sciarretta@unilink.it
linksproject@unilink.it

🌐 links-project.eu　　f @LINKSEUProject　　🐦 @LINKS_EUProject　　in LINKS EU Project　　✉ links-project.eu/contact/