

# Zombie Preparedness Week | Emergency Info BC | Social Media Push | May 14 to 18 2012

## Introduction/Background:

May is international Zombie Awareness Month when fans of the popular horror genre ponder what it will take to survive a fictional zombie apocalypse. Many of the debated preparedness principles mirror those of traditional emergency planning: know the risk; have a plan; get an emergency kit.

In 2011, the U.S Centre for Disease Control (Office of Public Health Preparedness & Response) used Zombie Awareness Month as the catalyst for a public education campaign about preparing for natural disasters. The blitz attracted mainstream media attention and was so successful the CDC has supported an ongoing zombie blog featuring “teachable moments” from the AMC TV series *The Walking Dead*. (See *Appendix 1 for the CDC campaign examples*.)

Online Communications plans to run a similar campaign May 14 to 18, leveraging the popularity and timeliness of Zombie Awareness Month to engage new audiences. The blitz will centre on standard emergency preparedness messaging that has been reworked to meet the theme.

## Goals:

- Increase emergency preparedness participation among 18 to 30-year-olds.
- Make emergency planning topical.
- Capture the attention of British Columbians who’ve yet to personally prepare for emergency situations.
- Make disaster preparedness fun; therefore, more likely to get done.

## Issues Management:

- Keeping the conversation focused on mainstream preparedness principles may be challenging, since much of zombie lore involves using firearms for protection.
- The campaign may be criticized by organizations/individuals that don’t support unorthodox approaches to spreading the emergency preparedness message.

### **Key Messages:**

- If you're ready for zombies, you're ready for a disaster! The same preparedness principles apply.
- Know the risks: Other than zombie attack, your region may be susceptible to flooding, earthquakes or tsunamis. Find out and get prepared.
- Devise a plan: When zombies attack, or wildfires strike, you'll have to act fast. Your plan should include:
  - Safe exits from your home and neighbourhood.
  - A meeting place to reunite with family.
  - Pre-determined out-of-town contacts so friends and family will know you're okay.
- Get an emergency kit: There's no time to collect supplies when zombies are banging down your door! Make sure to assemble grab-and-go kits for your home, office and vehicle. They should contain supplies for a minimum of 72 hours.

### **Digital/Online Target Audience:**

- British Columbian youth/young adults.
- Organizations that provide emergency awareness and education.
- Regional, provincial and national media.
- EMBC internal staff and safety ambassadors.

### **Tools:**

- **Twitter Feed**
- **Landing Page**
- **Survivor Blog:** A week of posts on how emergency preparedness principles saved lives during a zombie attack. Will include links to key planning information.
- **Xtranormal Video:** Conversation between a zombie and little girl, who explains how her family escaped harm thanks to sound emergency planning. Focuses on key disaster preparedness principles.
- **YouTube (Featured Playlist):**
  - Interview With a Zombie: Confessions of a Failed Brain Eater. A zombie explains how emergency preparedness foiled her rampage.
  - Zombie Preparedness Planning: A How-To Guide (using same technique as the Meet Online Communications video).
- **SoundCloud:**
  - Interviews with a Zombie: Confessions of a Failed Brain Eater. Clips of a zombie explaining how emergency planning foiled his attacks. (Using voicechanger app)

- **Flickr Photo Set/Pinterest Board:** Zombie Preparedness Tips –
  - (Pic of zombie chasing car): Zombie Preparedness Tip # 1 – Ensure your gas tank is always half full. You may need to get out of town fast in the event of a zombie attack, wildfire, tsunami or severe storms.
  - (Pic of zombie peering into a rolled down car window): Zombie Preparedness Tip # 2 – Have emergency kits for your car and office, as well as your home. You never know when zombies or other disasters will strike! <http://ow.ly/aIAYO>
  - (Pic of zombie): Zombie Preparedness Tip # 3 – Have a Plan. You'll need to act fast when zombies attack! A completed plan will make your escape easier, and you can apply it to other disasters. Get started now: <http://ow.ly/aIAmI>
  - (Pic of dead zombies in a pile, woman on the phone standing over them) Zombie Preparedness Tip # 4 – Ensure you have pre-determined out-of-town contacts so that family and friends know you're safe.
  - (Pic of family with supplies/zombie peering in house window) Zombie Preparedness Tip # 5 – A zombie attack could last several days. Ensure your emergency kit can support you and your family for a minimum of 72 hours. If possible, prepare for longer.
- **Twibbon:** Create a zombie preparedness Twibbon that will appear on the Emergency Info BC icon during the campaign: <http://twibbon.com/Authenticate/AuthenticateType?returnUrl=/create>
- **Zombie Campaign Widget**
- **Zombie Flash Mob:** Zombies handing out cards with key messages & Twitter handle: Survive a zombie attack! Here's how.
- **News Release:** Campaign announcement (To attract traditional media coverage).
- **Internal Communications:** Email/note.

#### ROLL OUT (Under Development)

<b>May 10/11</b>	
<i>Twitter:</i> Preload Tweets	
<i>Partner feeds to @copy:</i>	
<i>@GlobalBC; @GlobalBC_Comm; @CTVBC; @CBCVancouver; @cbcnwsbc; @AllPointsWestBC</i>	
<b>May 12/13</b>	Buzz-building Tweets (Blog Intro)
<b>May 14</b>	
<b>May 15</b>	Teachable moments from the Walking Dead, courtesy of our friends at the U.S. Centre for Disease Control. <a href="http://ow.ly/aIHUZ">@CDCCReady</a>
<b>May 16</b>	Get your teens jazzed about emergency preparedness. Check out this #zombie novella from the U.S. CDC.

	<a href="http://ow.ly/aIF2J">@CDCReady</a>
May 17	
May 18	

Video Outlines: *(Under Development)*

Sound Cloud Clips: *(Under Development)*

## LANDING PAGE

TAB: Prevention & Preparation *(Under Development)*

Internal Communications Note: *(Under Development)*

## Communications Protocol:

- Use researched #zombie #preparedness #emergency and other appropriate hashtags/mentions to promote the message.
- Mention stakeholders/partners where applicable. @mention media outlets to garner mainstream attention.
- Retweet any relevant posted content; reply/thanks for retweets.

## Performance Measures:

- Qualitative and quantitative engagement numbers for Twitter: Click-throughs, retweets, followers, views.
- Mainstream Media Coverage.
- EMBC brand sentiment measure on Twitter and YouTube: positive vs. negative
- Tracked Links:
  - Blog: <http://bit.ly/3mK03> (track Landing Page views)
  - Xtranormal Video: <http://bit.ly/xzUzMx> (track Twitter views)
  - Flickr photo-set: <http://bit.ly/y51zH> (track photo views)
  - YouTube Featured Playlist (track views)
  - SoundCloud: (listens)

**Key Contacts:**

- Jennifer McLarty/Lisa Barrett – 250 953 4099
- Ashley Spliak – 250 818 8750

**Appendix:**

**U.S. Centre for Disease Control Zombie Campaign –**

**CDC Site:**



<http://blogs.cdc.gov/publichealthmatters/2011/05/preparedness-101-zombie-apocalypse/>

<http://www.cdc.gov/phpr/zombies.htm>

<http://blogs.cdc.gov/publichealthmatters/2012/02/thewalkingdead/>

**Media:**

<http://www.youtube.com/watch?v=FtVPIlGrWs&feature=related>

<http://www.youtube.com/watch?v=4eDmwcDM00>

**Follow-up Preparedness Challenge and Entry:**

<http://prepare.challenge.gov/>

<http://www.youtube.com/watch?v=hLkpHf-YFQ>

# **Zombie Preparedness Week | Video & Photo Shoot**

**Date:** Wednesday, May 2

**Time:** 3 p.m.

**Location:** 31 Newcastle Court, View Royal

**Attending:** Missie Peters; Jennifer McLarty; Lisa Barrett; Ashley Spliak

**Contacts:**

- Jennifer: 250 217-0950
- Lisa: 250 213-8075
- Ashley: 250 818-8750
- Christine Cheply (Danger by Design): 250 727-9291; [dangerbydesign@gmail.com](mailto:dangerbydesign@gmail.com)

## **Products**

**Videos** (Emergency Info BC YouTube Channel):

- **Zombie Tips – Five Silent Movie Vignettes**
  - Gas Tank: Zombie chasing car down suburban street.
  - Vehicle Emergency Kit: Zombie with fingers through cracked window of car, terrified driver.
  - Plan: Picture of family exiting a house with plan and grab & go emergency kit, zombie peering in window (on porch).
  - Home Emergency Kit: Picture of family huddled around emergency kit with battery-operated radio, plan, water, food. Zombie peering in window.
  - Communication/Out-of-Town Contacts: Woman standing with her foot on a zombie while talking on a smart phone.
- **Interview With a Zombie – Confessions of a Foiled Brain Eater**

**Photos** (Emergency Info BC Flickr Set/Pinterest Board):

- Campaign Photo (If you're ready for zombies, you're ready for a disaster)
- Zombie Tips (Five based on silent movie vignettes)

### Itinerary

3:00 to 3:45	Make-up by Danger By Design (Missie)
4:00 to 4:30	Shoot zombie Interview
4:30 to 4:15	Shoot campaign photo
5:00 to 5:30	Shoot silent movie vignettes
5:30 to 6:00	Shoot Flickr/Pinterest photos