



NEW YORK CITY

Office of Emergency Management

NYContinuity

Emergency Management Newsletter for Businesses

NYC OEM

June 2010

Welcome to **NYContinuity**, a monthly publication to help you prepare for emergencies, strengthen your continuity plans, update you on emergency management news, and inform you about events and resources available to businesses in New York City.

This month's small business corner discusses the role social media can play during emergencies. Learn about how you can use these tools in your emergency plans.

June is the start of summer and OEM will host a conference call to address this summer's forecasted peak load demands and how to avoid power outages. Check out the article below for more information.

The final feature introduces a webinar discussing continuity planning for small businesses.

NYContinuity is a newsletter for small business owners and continuity professionals brought to you by OEM.

Small Business Corner: Stay Connected with Social Media



Social media sites can be important tools during emergencies. Sites like Twitter and Facebook allow you to quickly distribute and receive messages, offering a free alternative to paid notification services.

For example,

- Twitter can help you quickly communicate with customers during emergencies or business-as-usual.
- Twitter can be easily managed from a smartphone if you can't access your computer.
- If an incident occurs that affects your business, you can broadcast information through your Twitter page. You can also respond to false information to dispel rumors.

Twitter may not be an ideal solution and some factors to consider include:

- Twitter limits a message's character count, which results in short alerts that may not be adequate to explain complex issues.
- Your audience also must use e-mail regularly for Twitter to be an effective communication system.
- Twitter's service is sometimes unreliable due to errors and site unavailability.

Twitter is a great source of information about incidents and major events in New York City that may affect your business. You can search emergency-related keywords such as earthquake or fire, set your location, or follow [OEM's twitter page](#) to receive notifications.

Other social media sites like Facebook can help your business prepare for emergencies. [OEM's facebook page](#) offers information about upcoming emergency training events and tips for making a business continuity plan. FEMA also uses [social media tools](#) to inform the public about emergency preparedness.

For more information on social media in emergency management, check out: <http://www.inl.gov/technicalpublications/Documents/3931947.pdf>.

Continuity Conversations Summer Power Preparedness Conference Call



Summer officially begins on June 21, and the city's energy use begins to soar. On warm summer days, it is important to conserve energy and be ready in case of power disruptions. Learn more about what to do in case of utility disruptions from OEM's [Ready New York: Emergency Preparedness Guide](#).

OEM will host a conference call open to the private sector to discuss summer power preparedness during late June. Learn about this summer's peak load demand forecast, power advisories, and how to use less electricity while still staying cool. Details on how to join the call will follow by e-mail.

Last Month, OEM hosted a hurricane awareness conference call. John Koch from the National Weather Service Forecast Office spoke about the upcoming hurricane season and the impact that a coastal storm could have on NYC. This season is predicted to be extremely active, with eight to 14 hurricanes and three to seven major hurricanes.

For more information about this season's forecast and what it could mean for NYC, review the [presentation slides](#) or see the [2010 Atlantic Hurricane Season Outlook](#).

Business Preparedness Webinar



The U.S Small Business Administration and Agility Recovery Solutions are hosting a free webinar on June 22 at 2:00 PM. The webinar will discuss the ten basic steps to create a business continuity plan. The topics include risk assessment, supply chain preparedness, insurance coverage, exercising your plan, and more.

For additional information, visit <http://www.preparemybusiness.org/education#>.

If you have any topics or themes that you would like to see covered or any suggestions for how we may improve this newsletter, please send an e-mail to publicprivate@oem.nyc.gov. To see if your topic has been covered in a past issue, please visit the [NYContinuity Archive](#).

Sincerely,
The **NYContinuity** Team

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