

JOINT SOP

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Title	Public Information and Warnings for Class 2 Emergencies
Purpose	To provide guidance to personnel of control and support agencies, in relation to the provision of timely, relevant and tailored public information and warnings to the community before, during, and after emergencies for the primary purpose of protecting life and property.
Scope	This Joint Standard Operating Procedure (JSOP) applies to all control agency personnel, and those supporting agency personnel in providing public information and warnings to the community during the response to and recovery from Class 2 emergencies.
Applicable Agencies	<p>This procedure applies to the following agency personnel:</p> <ul style="list-style-type: none"> • Department of Health (DH) • Department of Jobs, Precincts and Regions (DJPR) • Department of Environment, Land, Water and Planning (DELWP) • Victorian Fisheries Authority (VFA) • Department of Transport (DOT) • Emergency Management Commissioner (EMC) <p>Victoria Police discharges its responsibilities as per their agency policies and procedures.</p>
Content	<p>The procedural contents of this JSOP are:</p> <ul style="list-style-type: none"> • Step 1: Authorisation and provision of public information and warnings • Step 2: The Public Information Section • Step 3: Application of warning and community information templates • Step 4: Transition to recovery • Schedule One – Protocols for broadcasting frequency and SEWS (Standard Emergency Warning Signal) • Schedule Two – Guideline for the use of Emergency Alert • Schedule Three – Other tools for warning the community
Responsibilities	<ul style="list-style-type: none"> • Emergency Management Commissioner, • State Response Controller, • State Controller, • Agency Commanders, • Incident Controller, • Deputy Incident Controller, • State Communications Manager, • Public Information Officer,

	<ul style="list-style-type: none"> • Warnings Duty Officer, • Media Officer, • Spokesperson, • Social Media Officer, • Information and Warnings Officer, • Community Liaison Officer, • Municipal Emergency Response Coordinator.
<p>Definitions</p>	<p>The following definitions apply to this procedure:</p> <p>Authorising Officer For the purposes of this JSOP the 'Authorising Officer' means:</p> <ul style="list-style-type: none"> • Control Agency Officer in Charge or; • For emergencies managed at the State Tier: <ul style="list-style-type: none"> ○ State Controller (if appointed) ○ Relevant position defined in the relevant State Emergency Management Plan sub-plan i.e. Chief Veterinary Officer, Chief Plant Officer or Chief Health Officer or; • For emergencies managed at the Regional Tier: <ul style="list-style-type: none"> ○ Regional Controller (if appointed), unless it has been agreed that the State-tier will authorise messaging. ○ Where no Regional Controller is appointed, the Regional Agency Commander (unless it has been agreed that the State-level will authorise messaging) or; • For emergencies managed at the Incident Tier: <ul style="list-style-type: none"> ○ Incident Controller <p>Community Officer Person appointed to co-ordinate community liaison activities from the Incident Control Centre (ICC) associated with the incident. Reports to the Public Information Officer.</p> <p>Emergency Management Joint Public Information Committee (EMJPIC) A state committee that supports operational public information processes by coordinating whole of government emergency management communications and community engagement. EMJPIC coordinates appropriate stakeholders for each specific event where possible, including state, local and federal agencies, businesses and relevant industries and fosters partnerships with media.</p> <p>Evacuation The planned movement of people from dangerous or potentially dangerous areas to safer areas and eventual return.</p> <p>Incident Joint Public Information Committee (IJPIC) Committee established to coordinate the public information across all agencies supporting the incident tier to ensure consistent and holistic messaging throughout response and recovery.</p>

Information and Warnings Officer (IWO)

Prepares, coordinates, and disseminates information and warnings to communities and stakeholders (internal and external) during an incident. Reports to the Public Information Officer.

Media Officer (MO)

Works within the Media Unit at an ICC, SCC or agency emergency operations centres and is responsible for, writing key messages, media releases, organising media conferences, coordinating media interviews including spokesperson preparation and coordinating all media contact for emergency events. Reports to the Public Information Officer.

Public Information Officer (PIO)

The individual responsible for the provision of information to the community affected by the emergency. They manage and lead a Public Information Section. Their role includes engaging key stakeholders before, during and after an emergency or incident to ensure the provision of information to the community is coordinated at the local, regional and state levels.

Public Information Section (PIS)

The section responsible for the preparation, coordination and dissemination of public information and warnings to current and potentially affected communities, media, other agencies, and operational personnel. The Information and Warnings Unit, Media Unit and Community Liaison Unit are part of the PIS. Other units or function may be included depending on the nature of the response. These may be outlined in agency or hazard specific manuals.

Regional Joint Public Information Committee (RJPIC)

Committee established to coordinate the public information across multiple regions, all agencies supporting the regional tier to ensure consistent and holistic messaging throughout response and recovery.

SCC Public Information Support Officer(s)

Works within the Public Information Section and provides a 365 model for supporting public information and engaging with the Victorian community. This team provides media, social media, warnings, and advice intelligence and undertake operational communication duties and support.

Social Media Officer

Works within the Social Media Unit within the SCC and is responsible for posting, monitoring, and responding to community through agency social media channels.

Standard Emergency Warning Signal (SEWS)

The warning signal used in assisting the delivery of public warnings for major emergencies, as described in Appendix 3 [Victorian Warnings Arrangements](#).

State Communications Manager

The State Communications Manager supports the strategic communication direction for Class 1 and 2 emergencies in collaboration with the Control agency, fulfilling the Emergency Management Commissioner's legislative responsibilities through readiness, response to relief and early recovery, consequence management, coordination and informing both Government and the community on behalf of the State.

Victorian Warning Arrangements

The protocol that outlines the requirements of emergency response and recovery agencies regarding coordinated and consistent information and warnings to inform the Victorian community of a potential or actual emergency event.

Warnings Duty Officer (WDO)

The WDO role supports agencies to issue warnings in the absence of a local IWDO and is filled by respective agency duty officers. The WDO role is a 24/7 duty role that reports to the control agency State Duty Officer.

PROCEDURE**1. Authorisation and provision of public information and warnings**

- 1.1. The authorising officer is required to authorise all information and warning notifications for all emergencies, before they are disseminated to the community, including all key messages, media releases and social media posts.
- 1.2. To facilitate the rapid communication of information and warnings, the authorising officer may delegate to a deputy or PIO (when endorsed by the Control Agency) to authorise the release of timely and accurate information and warnings to the community.
- 1.3. Where an extreme and imminent threat to life exists and it is not practicable to obtain authorisation from the authorising officer, information and warnings may be issued by any response agency personnel. The authorising officer is required to be advised as soon as possible when anything is issued under these circumstances.
- 1.4. In rapidly developing incidents where no IWO is in place, the authorising officer may request assistance from the relevant agency WDO at local or State level.
- 1.5. Where the ICC IWO is seeking to release warnings and cannot do so, the IWO should contact the Region or State PIS or agency WDO to request them to issue them on their behalf.
- 1.6. Once information and warnings are authorised by the authorising officer (or other persons authorised in accordance with section 1.1 to 1.5), they require no additional approval before release to the community.

1.7. The following control agencies have the responsibility under the State Emergency Management Plan (SEMP) to issue warnings in relation to Class 2 emergencies:

1.7.1. DELWP -

- Energy emergencies – network supply disruptions to:
 - 1.7.1..1. Electricity,
 - 1.7.1..2. Natural Gas
 - 1.7.1..3. Petroleum & Liquid fuels
- Wildlife emergencies
 - 1.7.1..1. Cetacean (whale and dolphin) entanglements, strandings and vessel strike
 - 1.7.1..2. Wildlife affected by marine and freshwater pollution
 - 1.7.1..3. Wildlife welfare arising from an emergency event
- Dam safety
- Reticulated water & wastewater (sewage) services
- Blue-green algae
- Non-hazardous pollution of inland waters

1.7.2. DH

- Human disease/epidemics and food/drinking water contamination
- Biological and radioactive materials releases

1.7.3. DJPR

- Biosecurity incursions
- Emergency animal disease outbreaks
- Plant pest or disease outbreaks
- Invasive plant, animal and exotic marine pest incursions

1.7.4. DoT

- Level 2 & 3 marine pollution oil spills in Victorian coastal waters up to three nautical miles
- Essential service disruption to public transport, major arterial roads, bridges tunnels and rail networks

1.7.5. VFA

- Shark Hazards

1.7.6. EMC

- Heat

1.8. This means that the duty holders are responsible in the SEMP for issuing warnings for Class 2 emergencies. Section 1.1 above authorises the appropriate authorising officer to undertake this function on behalf of the duty holder.

1.9. The State Controller or Control Agency Officer in Charge (CAOiC), in consultation with EMC, and the SRC where required, is responsible for ensuring information and warnings are issued to the community via a monitoring and quality control function through the SCC PIS. The State Controller or CAOiC is authorised under this JSOP to perform this monitoring and oversight function in relation to other emergencies.

1.10. If another emergency develops as a consequence of the class 2 emergency, the State Controller or CAOiC will engage with the EMC, State Response Controller or control agency with responsibility for that emergency to ensure information and warnings are coordinated and prioritised.

- 1.11. The role of the members of the State Public Information Section and the SCC Public Information Support Officer/s is to monitor and support agency's dissemination of information and warnings.
- 1.12. Given this responsibility, there may be times when the members of the State Information and Warnings Unit have reason to initiate a new notification on behalf of the State Response Controller or State Controller.
- 1.13. Should major changes be required, the State Response Controller, State Controller or CAOIC will follow through the line of control and will confirm requirements with the Authorised Officer and request changes to be made.

2. The Public Information Section (PIS)

- 2.1. A PIS can be established at the incident, regional and/or state tier, as deemed necessary as required by line of control
- 2.2. Consideration should be given to establishing a PIS at the IMT to ensure it is as close as possible to the affected community. The PIO will provide recommendations to the Incident Controller and Control Agency on resourcing requirements for the section, using agency specific manuals as a guide.
- 2.3. The Authorising Officer can request SCC PIS support in the event of long running and/or complex emergencies.
- 2.4. The PIO is responsible for the dissemination of community information and warnings on behalf of the Incident Controller and should ensure that notifications are based on reliable information.
- 2.5. The Authorising Officer and the PIO are responsible for ensuring that all public information and warnings adhere to the Victorian Warnings Arrangements and follow operational guidelines.
- 2.6. For significant incidents, the IMT PIO should form an IJPIC, engaging relevant communications representatives from the Incident Emergency Management Team (EMT) agencies.
- 2.7. The PIO should Chair the IJPIC with a relevant recovery coordinator (e.g., Municipal Council) as Deputy Chair to ensure consistent messaging and approach into recovery.
- 2.8. The IJPIC will work closely with the Incident EMT and EMJPIC.
- 2.9. The Emergency Management Public Information & Communication Manual (EM-COP Library > IMT Toolbox> IMTTB-Public Information) provides further guidance on the processes for the units within the PIS.
- 2.10. The PIS may be required to follow national processes if applicable or work with a National Coordination Centre.

3. Application of warnings and community information templates

- 3.1. All warnings are required to be issued from the consolidated warnings tools – EM-COP and Emergency Alert.
- 3.2. Warnings should be issued in line with the control agency hazard procedures.

3.3. Warnings can be issued at several different levels relating to the type and severity of the event:

Emergency Warning – An Emergency Warning is the highest level of warning. You may be in danger and need to take action immediately. Any delay now puts your life, property, business or environment at risk.

Watch and Act / Warning – There is a heightened level of threat. Conditions are changing and you need to start taking action now to protect your family, property, business or environment.

Advice – An incident has started. There is no immediate danger. Stay up to date in case the situation changes. Can also be used as a notification that activity in the area has subsided or is no longer a danger to you. This de-escalation is required as a follow up where a Watch and Act or Emergency Warning has been issued.

Evacuations – When an evacuation is planned, recommendations to evacuate are included as action statements within the three levels of warning. Refer to SOP J03.12 – Evacuation for Major Emergencies for the process on how evacuations are planned.

3.4. The following action statements for evacuation are included in the warning that is to be issued:

Prepare to Evacuate – Issued when it is recommended that the community should quickly prepare to leave the area. This may include undertaking actions to prepare their family, gather critical items and protect their property.

Evacuate Now – Issued when the community is recommended to immediately leave, or processes are in place to evacuate communities.

Safe to Return – Issued when it is safe for the community to return to an area after an evacuation.

3.5. Information contained in a warning should be critical to assist a person's decision making during an event and should include incident situation, call to action, relief locations, road closures etc.

3.6. The EMC must be informed of the planned use of Emergency Alert in response to Class 2 emergencies by the Incident Controller or State Controller.

3.7. Warnings should be:

Tailored: warnings are required to include specific details about the emergency and likely or actual impacts on the community. Where possible local knowledge is required to be utilised.

Timely: warnings are required to be authorised as a priority with initial information issued in the shortest time practicable and updates provided in a timely manner. Warnings should be updated regularly.

Relevant: warnings are required to contain explicit information in relation to severity, location and the likelihood of impact on communities. Advice on protective actions for the community to undertake should be relevant to the incident and community impacted.

Accessible: warnings are required to be provided through multiple channels. Warnings should be written in plain language.

3.8. Information that is of interest or will assist the community once they have been affected by an emergency should be provided via Community Information.

3.9. Incident Notification – issued when an event has potential to create significant community interest, but there is minimal, or no likely impact and no community action required

4. Transition to recovery

- 4.1. Relief and recovery messaging should be integrated with response information as early as possible to facilitate a smooth transition into the recovery phase. These messages sourced from Recovery agencies should include information about relief centres, impacts on critical infrastructure, access to assistance and other relevant details to assist the community.
- 4.2. The relevant PIO with support from IJPIC/RJPIC/EMJPIC members should lead the development of a communications plan to ensure transition of all Public Information functions into recovery. If the State Communications Manager role is activated, the PIO will collaborate and support the State Communications Manager. The State Communications Manager will lead the development and implementation of the strategic communications plan.
- 4.3. Communications Plans should be developed in conjunction with local council and/or relevant agency and consider audiences, channels, agreed messaging, processes and future resource requirements. Other key stakeholders should be engaged and included as early as practicable, ideally via the IJPIC. Supporting documentation can be found in the IMT Toolbox (*EM-COP Library > IMT Toolbox > IMTTB-Public Information*). Control Agencies may have further resources that can be drawn on. The Relief and Recovery Public Information and Communications Framework can be found under EM Arrangements.
- 4.4. Handover from the relevant PIO to the relevant Recovery Coordinator should be completed outlining the key contacts, messages, and the communications plan.
- 4.5. The relevant Recovery Coordinator should take over the role of Chair of the IJPIC or RJPIC once the transition into recovery is underway.
- 4.6. The functional lead for each area in recovery is responsible for ensuring that appropriate approvals are gained for any public recovery information in line with that agency's business rules and plans.
- 4.7. The PIS may be called upon to provide communications personnel to support and facilitate the transition to recovery.

SAFETY

Emergency Personnel need to ensure that the protection and preservation of life is maintained at all times, inclusive of:

- safety of emergency response personnel.
- safety of community members including vulnerable community members and visitors/tourists.

In the application of this JSOP the following safety considerations apply:

- Nil.

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REFERENCE

Related Documents	<p><u>Emergency Management Act 1986</u></p> <p><u>Emergency Management Act 2013</u></p> <p><u>Public Health and Wellbeing Act 2008</u></p> <p><u>Plant Biosecurity Act 2010</u></p> <p><u>Livestock Disease Control Act 1994</u></p> <p><u>Essential Services Act 1958</u></p> <p><u>Victorian Warning Arrangements 2021</u></p> <p><u>SOP J04.01 Public Information and Warnings for Class 1 Emergencies</u></p> <p><u>SOP J03.12 Evacuation for Major Emergencies</u></p> <p><u>SOP J03.10 Traffic management at emergencies</u></p> <p>The Emergency Management Public Information & Communication Manual</p> <p><u>Relief and Recovery Communications Manual</u></p> <p><u>Victorian State Emergency Management Plan (SEMP)</u></p> <p><u>Biosecurity Incident Public Information Manual (BIPIM)</u></p>
Environment	Nil

REVIEW		
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Date to Cease	N/A	
APPROVAL		
Approved	Signature	Date
Andrew Crisp Emergency Management Commissioner		
Andrew Stark Executive Director, Emergency Management & COVID Response, DH		
Rachaele May Executive Director Emergency Coordination and Resilience, DJPR		
John Bradley Secretary, DELWP		
Brett Langley Chief, Network Operations, Department of Transport		
Ian Parks, Director – Education and Enforcement Division Victorian Fisheries Authority		

Schedule 1

Protocol for broadcasting frequency and SEWS

How Standard Emergency Warning System (SEWS) is used

SEWS is authorised as part of the sign off process for issuing Emergency Warnings and Evacuation Warnings. SEWS is automatically triggered as part of the issuing of emergency warnings and evacuation warnings.

Incident Controllers should consider if reduced broadcasting conditions should be applied during protracted events or in the evening (between 2100hrs and 0500hrs). If reduced broadcasting is required, then the SCC Media Unit should contact Emergency Broadcasters and notify them of the change in conditions (including the use of SEWS and frequency of updates).

Emergency Broadcasters can contact the SCC Media Unit to request the Incident Controller consider reducing broadcasting conditions. Before altering the broadcasting frequency, the following should be undertaken:

- i) Check with the Incident Controller when next update will be issued (e.g. warning expiry set for 6am)*
- ii) Incident Controller or SCC PIO confirms that the community is sufficiently informed and that reduced updates won't impact community awareness*
- iii) Emergency Broadcasters and the SCC PIO consult with each other and both agree to the altered frequency of broadcasting, providing approval from the Incident Controller is ascertained*
- iv) Emergency Broadcasters will inform listeners that the frequency of updates will be reduced to hourly and when the next update will be*

If a new warning is issued the broadcaster is required to resume normal emergency broadcasting (e.g. break into programming for an Emergency Warning).

The State Agency Commander of the Control Agency or the State Response Controller, shall monitor the use of SEWS and where they consider it appropriate provide advice to the Incident Controller about reduced broadcasting conditions.

The SCC PIS, where operating, will assist with monitoring the issue of Emergency Warnings and the use of SEWS. They will support the incident if a request is made to alter broadcasting conditions.

Where there is more than one incident occurring within the state that is generating Emergency Warnings, broadcasters may adjust the use of SEWS to play it only once before a block of warnings are broadcast.

These arrangements have been incorporated in the 'Practice Note for Emergency Broadcasting in Victoria', as the procedure for implementing the Memoranda of Understanding between the Victorian Government and Emergency Broadcasters.

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Example of SEWS instructions to broadcasters:

SEWS REQUIRED

This is an official emergency warning announcement issued by NAME.

Please broadcast this warning VERBATIM.

The 'Safety Information' and 'Stay Informed' sections should be broadcast at least once in the case of multiple warnings.

Broadcasters should break into programming to broadcast this emergency announcement, preceded by the Standard Emergency Warning Signal.

The announcement is to be repeated 5 mins after the original break into programming, including the SEWS.

After this time there is no further need for SEWS for this specific warning, please revert to reading the warning every 15 minutes in line with the Practice Note for Emergency Broadcasting in Victoria.

If an updated warning is received, please start these broadcasting instructions again.

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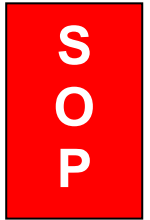
Schedule 2

Guideline for the use of Emergency Alert

Decision to utilise

The decision to use Emergency Alert, whilst dependent on the situation at the time, is more likely to be used as a warning channel when one or more of the following apply:

- contributes to saving lives and property
- it is deemed the best way of warning the community in the event of an actual or likely emergency
- alternate channels have been considered and alone may not achieve objective(s)
- time is of the essence and specific action following receipt of the warning is required
- defined geographical area.



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An Emergency Alert has a number of different campaign modes available. These are voice, SMS – Service Address and SMS Location Based. The user should choose the campaign mode(s) and/or change the default mode based on the circumstances and operational requirements.

Like all warnings, agencies should be mindful that overuse of Emergency Alert may contribute to community complacency and/or the community becoming desensitised to the importance of the warning content.

Promotional and marketing messages are not to be disseminated through Emergency Alert.

The decision to utilise the telephony system will be the responsibility of the Incident Controller. Agency protocols are to contain sufficient information about the use of Emergency Alert.

Agencies are to ensure that they maintain accurate records of all decision-making activities and processes, messages disseminated and associated costs.

Message construction

Users of Emergency Alert need to ensure that the message content considers the limitation of the system.

- SMS - 612 characters maximum (includes spacing)
- Voice – 4,000 characters, equivalent of approximately four minutes. (An average message length is approximately 30 seconds. Longer messages may unnecessarily congest the network).

Emergency Alert contains templates developed by Agency Authorisers. The templates contain generic content for specific hazards with variable fields compatible with the Common Alerting Protocol¹. Below is an example template.

¹ Common Alerting Protocol – *simple format used for exchanging all hazard emergency alerts and public warnings. CAP allows a consistent warning message to be disseminated simultaneously over a range of technology networks and warning mediums, thus increasing warning effectiveness while simplifying the warning task.* [CAP Australian Profile (CAP-AP) V1.0]

Message Type	Severity	Voice Message	Text Message
Health	Warning	If you live in North Melbourne or Flemington Estates you must not leave home unless it is an emergency. COVID testing will start now. More information is at w w w dot health dot v i c dot g o v dot a u slash coronavirus.	If you live in North Melb/Flemington Estate you must not leave your home unless an emergency. COVID testing will start now. More info http://bit.ly/2ya5Hq5

*Voice Message content uses phonetic spelling

Users should ensure they listen to the voice playback prior to submitting the message (e.g. residents may sound better spelt resadents and coronavirus may sound better spelt cohrohna virus as it is a phonetic transcription).

Message dissemination

Warnings disseminated through the telephony-based system should:

- define geographical area for telephony warning dissemination
- agree to mode of dissemination i.e. mobile based and/or landline based
- undertake telephony messaging procedures as outlined in the Telstra telephony warning user guide
- ensure that other channels that are referenced have the correct information.

If the telephone alert message directs people to seek further information, a warning should be issued through the warnings publishing tools before Telephone Alert unless there are confounding reasons against such use.

System capability, application, and performance

Agencies are responsible for undertaking appropriate training and familiarisation activities to ensure users understand the functionality, capability and capacity of the system.

There is a comprehensive User Guide accessible via the help tab on the IMT Toolbox, dedicated 24 hour Service Desk and a stand-alone training site to further support registered users. The User Guide includes Recommended Use Guidelines to follow to optimise the performance of the system. The User Guide also outlines the technical configuration of Emergency Alert including supported system browsers, and minimum PC operating configuration to optimise performance.

The system does have some inherent limitations. These include:

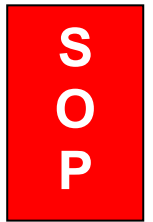
- capacity of existing telecommunications networks and infrastructure
- capacity of local telephone exchanges
- existing mobile phone coverage
- integrity and accuracy of data within the Integrated Public Number Database (IPND). The Location Based Number Store (LBNS) is the data source for Emergency Alert and uses information from IPND

- for location-based SMS - the last known location of the mobile phone handset may be up to an hour old. The network updates the location when the handset interacts with the network e.g. makes or receives a call, sends or receives an SMS. If there have not been any network interactions the network updates the handset location every hour (more frequent updates would overload the network)
- restricted access to data due to privacy legislation.

A number of factors may affect message dissemination, including:

- the length of the message
- the number of retries configured for fixed line services
- the Campaign Validity Period
- the time taken to authorise a Campaign
- fixed line congestion
- SMS network load
- the system's ability to support only 8 concurrent campaigns nationally.
- size of the Campaign
- Power disruption or infrastructure failure of communications network.

The Emergency Alert system will continue to be examined in the context of continuous improvement and improved effectiveness.



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Schedule 3

Other tools for warning the community

VicEmergency Hotline

- VicEmergency Hotline is a telephone service that can provide the public with information relevant to emergencies. The number is 1800 226 226.
- The VicEmergency Hotline operational hours are dependent of agency business rules and operational requirements. The State Response Controller and respective agency can nominate hotline operational hours. During recovery the State Relief and Recovery Manager can activate and nominate the hotline operational hours. The process and form for actioning this can be found in SOP – SCC Planned Activation.
- When the VicEmergency Hotline is not activated community members can call the hotline to listen to the latest warnings. A text to speech converter means that warnings published to VicEmergency will be read out to the caller. Community members have the option to listen to warnings issued in a postcode (that they enter) or if they can select to listen to all warnings issued for Victoria.
- The PIS and the VicEmergency Hotline will work together to provide the community with the most up-to-date information before, during and after emergencies.
- When the VicEmergency Hotline is activated the PIS should ensure that they are provided with updated and approved key messages. Approved key messages should be provided to the VicEmergency Hotline Customer Service Centre through email (cscemergency.info@delwp.vic.gov.au)
- The PIS at the SCC will provide support to VicEmergency Hotline by providing them with relevant information and assisting with difficult questions.
- During recovery, when the PIS is deactivated, key messages will be provided to the VicEmergency Hotline Customer Service Centre by either the State Relief and Recovery Unit (when activated) or by DH when recovery is occurring at region.
- New information provided by the VicEmergency Hotline to the PIS is to be passed to the SCC Intelligence Section to follow up immediately with the IMT Situation Unit. A response is to be provided to the VicEmergency Hotline regarding the validation of the information provided.

Social Media

Social media is an important tool that is used during activation and non-activation periods to engage and alert the community when an incident in Victoria has occurred. The Social Media Officer sits with the PIS at a SCC during incidents.

The Control Agency may request Social Media support during an emergency. This could include operating from the SCC or being embedded in the Control Agency's PIS and located at their emergency management centre. The role may entail managing VicEmergency and the Control Agency's social media accounts.

EM-COP has internal configuring to automate messages to agency social media channels when Community Information, Advice, Watch and Act, Emergency Warnings are issued.

The SCC Social Media Officer updates Watch and Act, Emergency Warnings (inc. Evacuation) to include social media tiles to visually alert the community on incident location with a map image of the incident area, as well as monitoring and moderating channels and responding to public enquiries.

Social Media as a tool has proven to provide valuable information to communities in affected areas pre, during and post emergencies. It also drives awareness to communities outside of affected areas to support emergency services, generate volunteers and to connect with family and friends.