utilize social media in disasters should be aware of these limitations and risks and do their best to minimize negative impacts from them.

Conclusion

To sum up when utilized effectively Social Media provides benefits that are not seen when only using traditional media. It is invaluable when used in an emergency situation. Social Media has the added value of being able to reach a larger audience and being able to communicate directly with the public. Whether emergency management organisations adopt it or not social media appears to be making inroads into emergency management for a variety of reasons. For one, accurate, reliable, and timely information vital to public safety is possible through social media. As people continue to embrace new technologies, use of social media will likely increase. Moreover, as its popularity grows, a significant number of people are likely to choose social media as their main source of information. They may also increasingly expect that agencies will also use social media to meet their informational needs. Many emergency managers and agencies in the west have already adopted the use of social media to meet this expectation. However, they started using social media because they also believed it provides another tool to disseminate important public safety information.

In addition, beyond informational purposes, the use of social media not only allows people to interact and communicate in ways that are not possible through other media, but in some cases it has allowed response organizations and victims to interact and communicate with each other when traditional media were unavailable. It could be said that social media can be used to improve emergency management capabilities and that the promise of such positive results merit further use of social media for emergencies and

disasters. On the other hand, the administrative costs associated with social media might be high in order to ensure a robust and reliable communication infrastructure and the associated problems like spread of misinformation or malicious or fraudulent behavior etc may be a cause of concern.

Assuming we adopt use social media, it is unclear as of now on how to address the technical and administrative issues. What would be the cost implications and in what form and direction it would take will depend on the future technological development. Thus it should be further researched thoroughly before being adopted and used for emergencies and disasters.