

## Governing Energy

### Social Media Goes BC

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By all accounts the Initial Public Offering (IPO) of Twitter (TWTR:NYSE) on November 7, 2013 was a great success. One interesting item; beginning September 12, Twitter used Twitter to publicize this process. With modest valuation expectations, this firm dodged all the pitfalls of Facebook's debut.<sup>i</sup> Historians may look back on this period as the date social media became mainstream.

Social media is used for a wide variety of purposes. Two include the collection and dissemination of information during times of crisis.

For almost a decade, Open Source data has been used in support of security. Much of this effort has been developed to support government and military operations and is now commercially available.<sup>ii</sup> Additionally, colleges and universities use social media tools to alert the student and general populations to "real time" situations such as the Virginia Tech campus shooting in 2007.<sup>iii</sup>

As with other technologies there are benefits and potential pitfalls. For example, during the Virginia Tech incident, misinformation was broadcast as rapidly as good information.

In both cases these means are part of the Business Continuity (BC) process. Whether locking a campus down or alerting an oil and gas facility in North Africa of an impending terrorist attack, social media is now incorporated into Enterprise Risk Management.<sup>iv</sup>

We have touched on two examples. Other mainstream uses include how employees manage confidential information, corporate espionage, organization reputation attack, marketing, community outreach and many others.

**Does your organization have a social media policy as part of its risk management and business continuity program?**

## About the Author

Dr. [Scott M. Shemwell](#) has over 30 years technical and executive management experience primarily in the energy sector. He is the author of two books and has written extensively about the field of operations management. Shemwell is the Managing Director of The Rapid Response Institute, a firm that focuses on providing its customers with solutions enabling operations excellence and regulatory compliance management.

## End Notes

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<sup>i</sup> <http://www.nydailynews.com/news/national/twitter-public-new-york-stock-exchange-article-1.1509472>

<sup>ii</sup> Kuiper, Marcus A. and Shemwell, Scott M. (2013, February). Mitigating Operational Risk Using the Power of Social Media. Petroleum Africa Magazine. pp. 28-31.

<sup>iii</sup>

[http://www.computerworld.com/s/article/9017027/Virginia\\_Tech\\_shooting\\_shows\\_benefits\\_pitfalls\\_of\\_social\\_networking\\_sites](http://www.computerworld.com/s/article/9017027/Virginia_Tech_shooting_shows_benefits_pitfalls_of_social_networking_sites)

<sup>iv</sup> Pickren, Ann. (2013, Fall). Social Media: Risk and Reward for BC Professionals. Disaster Recovery Journal. pp. 14-16.