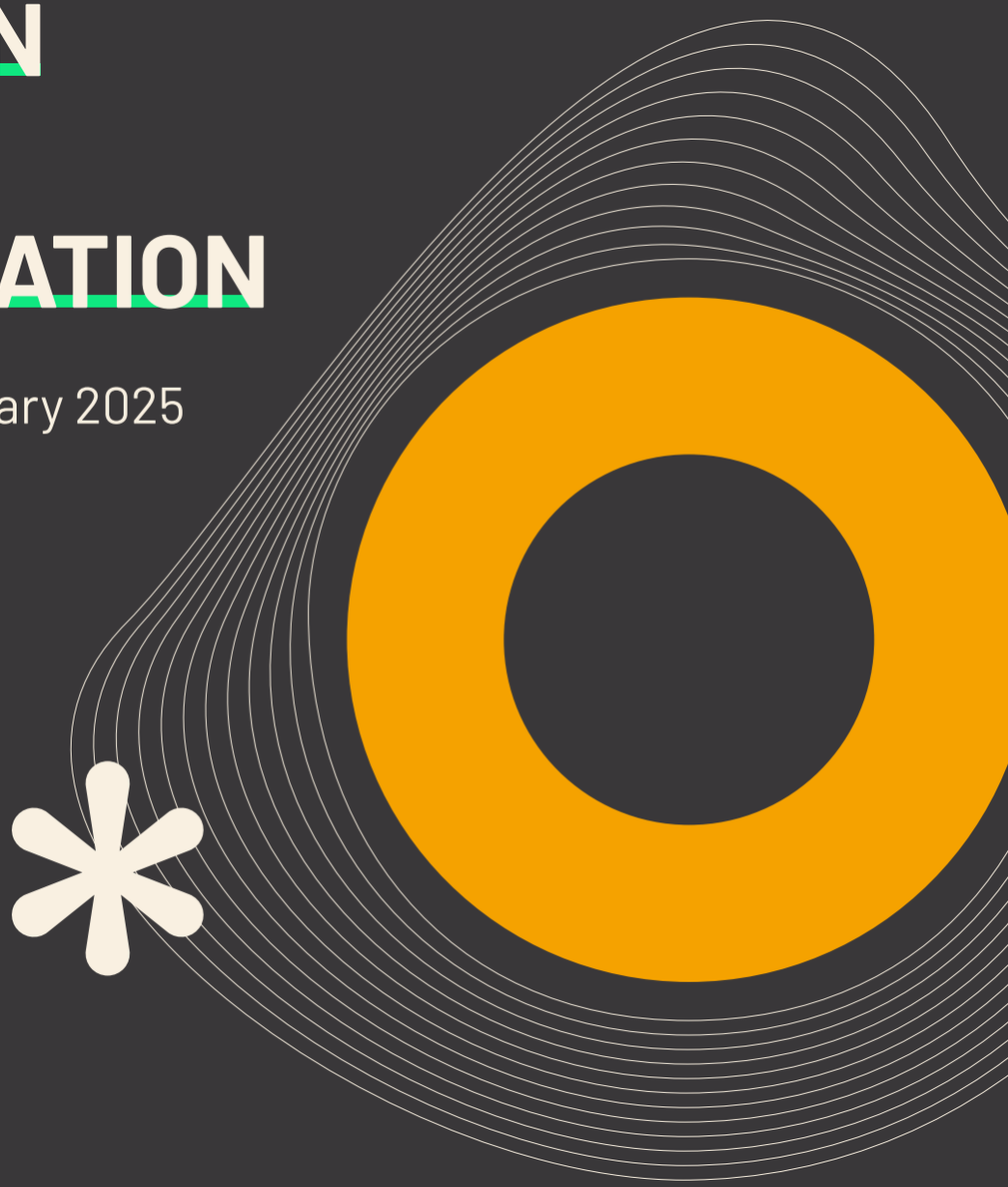
RESILIAGE
Revolutionising
community resilience

THE DIGITAL LENS ON DISASTERS: SOCIAL MEDIA LESSONS IN DISASTER COMMUNICATION

4th Edition - 15th January 2025



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INTRODUCTION

RESILIAGE is a three-year European research project (2023-2026) focused on enhancing community resilience through the integration of cultural and natural heritage in Disaster Risk Reduction (DRR). Funded by Horizon Europe, it explores how heritage, as a significant resource of local communities, can strengthen societal resilience in the face of natural hazards and extreme events. By conducting field research and engaging communities in multi-hazard scenarios, RESILIAGE aims to co-generate actionable knowledge, empowering communities to better prepare for and mitigate disaster risks, while also addressing the effects of climate change.

The project is led by Politecnico di Torino and involves 18 partners from 10 countries, including first responders, policymakers, citizen associations, and heritage organisations. Through its **five CORE Labs** (COmmunity REsilience Labs) established in 5 different countries - **Famenne-Ardenne (B), Crete (GR), Naturtejo (PT), Trondheim (NO), and Karsiyaka (TR)**-, RESILIAGE uses a **Sy**stemic **R**esilience **I**nnovation (**SyRI**) framework to analyse governance, social interaction, and other critical factors. This framework identifies and improves practices that strengthen community resilience, using cultural heritage in disaster risk management and climate change adaptation. In addition, each CORE Lab specialises in a specific governance scale, including city district, municipality, municipality network, regional, and cross-regional.

By engaging stakeholders in collaborative and participatory processes, the project seeks to **create digital tools** and **soft solutions** that strengthen community preparedness and promote long-term strategies for disaster resilience.

CONTENT

The **Booklet #4: Lessons learned from social media analyses presents an analysis of social media communication during disaster events**, drawing on data from past cases to assess the effectiveness of communication and their impact on disaster response and preparedness. By examining how information was disseminated during specific disasters, it aims to **identify gaps in communication**, evaluate the level of implementation of **disaster risk awareness** and contribute to a deeper understanding of the **human factors** influencing these outcomes.

It includes a **gap analysis for the five CORE Labs**, which assesses the current state of implementation and highlights areas requiring improvement. The results of this analysis will also serve as a foundation for **policy development initiatives** and will identify critical needs to be addressed through **capacity-building efforts**. Through this comprehensive approach, it aims to support the enhancement of **disaster preparedness** and **response strategies** across multiple facets of the project.

In these analyses, the potential of extracting and **analysing data from multiple social media platforms** was explored to assess disaster communication and its effectiveness. The platforms initially considered included **Facebook, Instagram**, **X** (formerly Twitter), and **YouTube**. These platforms were selected for their wide usage and ability to facilitate communication between **influential actors and citizens**. However, significant **limitations** were encountered when accessing historical data from these platforms, which impacted the scope of the analysis. Some platforms required **subscription fees** for data access, while others only offered data to **eligible research entities**. As a result, access to **certain data was restricted**, limiting the ability to conduct a comprehensive study.

The analysis was confined to **public Facebook pages** where no login was required and the data was **publicly accessible**. This constraint limited the type and volume of data available, as only **public posts up to a certain date** were collected. The data included the number of **reactions, comments, and shares per post**, while ensuring that no private data was collected.

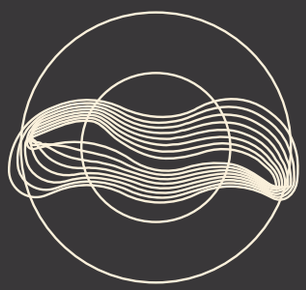
CORE Labs were asked to identify the **most influential social media pages** within their region, which included those belonging to **municipalities, firefighter departments, public figures, and other relevant organisations**. Data collection was particularly challenging for pages belonging to **newspapers**, which often had **high volumes of content**, making it difficult to isolate relevant posts. Despite these challenges, no personal data or information identifying individuals was collected. The focus remained on the content of the posts and engagement metrics.

Given the **CORE Labs' operation in regions with different primary languages**, an **auto-translation process** was necessary to standardise the data for analysis. **Post descriptions** were translated into **English** using **Large Language Model technology** to ensure consistent analysis across regions.

Before analysis, the **data was cleaned and transformed** to ensure **usability**. This involved removing irrelevant or duplicate information, standardising data formats, and ensuring consistency. Once cleaned, the analysis focused on posts related to **identified disasters within a specific time window**. Posts were analysed both **before and after the disaster** to assess **disaster awareness and communication effectiveness**. Large Language Model technology was used to identify relevant posts, while human inspection ensured accuracy.

Numerical analysis of **engagement metrics** such as **reactions, comments, and shares** provided additional **insights into the effectiveness of the communication strategies used**. However, the analysis was limited by **restricted access to historical data**, the scope of data collection, and challenges associated with **high-volume pages**. These limitations highlight the **importance of accessible and open communication channels** for effective disaster awareness and preparedness. Further investigation may be necessary to gain a more comprehensive understanding and to **improve disaster communication strategies.**

Next, the findings from the **analysis of social media pages** identified as influential within the region of the **specific CORE Lab** will be presented. The goal is to understand the role these pages play in shaping **public awareness**.



Core Lab

Famenne - Ardenne
BELGIUM

FAMENNE-ARDENNE CORE LAB

Core Lab
Famenne - Ardenne
BELGIUM

EXAMINING PRE- AND POST-HAZARD COMMUNICATION ON SOCIAL MEDIA: FAMENNE-ARDENNE CASE STUDY

Identified Facebook public pages (by July 2024)

- **VilledeMarcheenFamenne**
  Municipality - 15 000 followers
- **VilledeRochefort**
  Municipality - 4 600 followers
- **VilledeDurbuy**
  Municipality - 2 800 followers
- **AC.Nassogne**
  Municipality - 2 900 followers
- **HottonOfficiel**
  Municipality - 2 800 followers

Registered disaster:

14 July 2021: **Flood**

Data and awareness analyses

For the analysis related to awareness, only the **VilledeDurbuy** page and the **HottonOfficiel** page produced useful material that could be analyzed as disaster risk awareness. Other pages lacked data or produced results that were not useful for those analyses.

The content of social media posts is analysed to assess the level of awareness related to the target disaster type. The analysis focuses on posts made during the **60 days leading up to the disaster as well as the 60 days following it**, examining whether they discuss topics relevant to the event. Additionally, we evaluate the engagement metrics of these posts, including the number of Reactions, Comments and Shares they received.

The analysis of the social media posts from both **VilledeDurbuy** and **HottonOfficiel** surrounding the flood on **14 July 2021**, reveals similar communication patterns and highlights critical gaps in disaster preparedness awareness. Both pages demonstrate a reactive approach to disaster communication, with a strong emphasis on post-disaster recovery and support but a notable lack of pre-disaster awareness efforts.

Pre-disaster communication

Absence of awareness posts:

- **VilledeDurbuy: No disaster awareness posts** were identified before the flood. This absence suggests a **significant gap** in **proactive communication** about **flood risks, early warning signs** and **preventive measures**. Without such posts, the community may not have been adequately **informed** or **prepared** for the flood.
- **HottonOfficiel:** Similarly, this page also showed **no pre-disaster awareness posts**. This indicates a **critical shortfall** in engaging the community on **flood preparedness**, potentially leaving them **underprepared** for the event.

Post-disaster communication

Focus on recovery and support:

- **VilledeDurbuy:** After the flood, posts focused on **practical advice** for managing flood damage, avoiding **flood-affected areas** and **safety during cleanup**. The communication emphasized **immediate recovery needs**, including directing individuals to resources, providing **mail redirection services** and offering **safety advice**.
- **HottonOfficiel**: The page concentrated on providing **essential items** like furniture and appliances for flood victims, directing them to dedicated **assistance pages** and discussing **financial compensation**. The focus was on meeting the **immediate needs** of those affected by the flood, ensuring they had access to **critical resources** and **support**.

Insights on communication changes

Shift from prevention to recovery:

- Both pages demonstrated a significant **shift in focus** after the disaster, moving from an apparent absence of communication on **prevention** to an intense focus on **recovery**. This **reactive approach** suggests that while the response was strong, there was little emphasis on **preparing the community for the disaster before it occurred**.

Lack of pre-disaster engagement:

- The **absence of pre-disaster posts** on both pages highlights a **crucial gap** in **disaster risk awareness**. This lack of engagement could have contributed to **lower community resilience** and **preparedness**, making the impact of the flood more severe.

Gaps in disaster risk awareness

Need for proactive awareness campaigns:

- Both **VilledeDurbuy** and **HottonOfficiel** would benefit from implementing **proactive awareness campaigns**. These campaigns should focus on **educating the community** about flood **risks**, **early warning signs** and **preventive measures**. Such efforts are essential for enhancing **community preparedness** and **resilience** against future disasters.

Balanced communication strategy:

- It seems that there is a need for a **more balanced communication** that includes both **pre-disaster preparedness** and **post-disaster recovery**. While the post-disaster communication was comprehensive, incorporating regular posts about **disaster preparedness** and **risk mitigation** would ensure that the community is better equipped to handle **future events**.

The social media activities of both **VilledeDurbuy** and **HottonOfficiel** following the **14 July 2021**, **flood** reveal a **strong commitment** to supporting the community **during the recovery phase**. However, the **lack of pre-disaster awareness and preparedness communication** represents a significant area for improvement. Moving forward, both pages could adopt a **more proactive approach to disaster risk communication**, ensuring that their **communities are well-informed and prepared** before a disaster strikes. This balanced approach will not only improve **community resilience** but also **mitigate the impact of future disasters**.

Core Lab
Crete
GREECE

CRETE GREECE CORE LAB

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EXAMINING PRE- AND POST-HAZARD COMMUNICATION ON SOCIAL MEDIA: CRETE CASE STUDY

Identified Facebook public pages (by July 2024)

- **Protothemagr**
  News - 568 000 followers
- **ΜΕΤΕΩΚΡΗΤΕΣ**
  Private page - 61 200 followers
- **LIVE TALKS με τον Κώστα Μπογδανίδη**
  Private page - 5 900 followers
- **Makeleionew**
  News - 35 000 followers

Registered disaster:

1 June 2024: **Heatwaves**

1 June 2021: **Earthquake**

Data and awareness analyses

Limitations on social media data collection process affected the analyses, restricting the examination to content within the specified date ranges. Due to limitations in obtaining data from the time range when the earthquake disaster occurred, it was not possible to include this event in the analysis.

After data collection, data was cleaned and preprocessed in order to make it possible to analyze the posts. For the analysis related to the Awareness, only the **Protothemagr** page produced material that could be analyzed for the disaster risk awareness. Other pages were lacking data or produced results that were not useful for those analyses.

The content of social media posts is analyzed to assess the level of awareness related to the target disaster type. The analysis focuses on posts made during the **60 days leading up to the disaster as well as the 60 days following it**, examining whether they discuss topics relevant to the event.

Information on social media pages

Given the **limited number of pages** available for this analysis, the results of this study are not fully conclusive and further investigation may be necessary to provide a more comprehensive understanding. The **challenges** encountered during this analysis, including the **presence of private pages, high posting frequency on news-oriented pages** and **inaccessible content lacking detailed descriptions**, underscore the difficulties in assessing social media communication effectively.

Private pages prevented data extraction, limiting the scope of the analysis. Similarly, the **high volume of posts on news-oriented pages** made it difficult to isolate relevant content related to the disasters, complicating the evaluation of their disaster communication. Additionally, posts on the **"makeleionew"** page **lacked descriptions**, offering only links to external news sites, which fell outside the methodology's scope. These limitations highlight the **need for public**, **detailed and easily accessible social media content to facilitate effective disaster communication and analysis**.

Considering the **Protothemagr** page, the analysis of social media posts related to the heatwave disaster on 1 June 2024, reveals **gaps in disaster risk communication**. Both **pre-disaster and post-disaster awareness posts were absent in the Protothemagr page**, indicating a lack of both **proactive** and **reactive communication**. This shortfall suggests that the community may have been left **uninformed** and **unprepared** to handle the risks associated with the heatwave, reflecting a broader issue in **disaster preparedness** and **awareness**.

The **absence** of any posts related to **heatwave awareness before or after the 1 June 2024 disaster** might point to a **deficiency in disaster communication**. This lack of engagement may have left the **community inadequately informed** about the risks and necessary precautions for heatwaves. To enhance disaster preparedness and response, it is crucial to **adopt a more proactive** and **comprehensive communication**. This should include **regular pre-disaster awareness campaigns, accessible post-disaster guidance** and ensuring that all relevant pages are public and focused on disaster risk awareness.
By doing so, communities will be **better equipped to prepare for and respond to future disasters**.

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EXAMINING PRE- AND POST-HAZARD COMMUNICATION ON SOCIAL MEDIA: NATURTEJO CASE STUDY

Identified Facebook public pages (by July 2024)

- **Bombeiros-Voluntários-de-Nisa**
  Firefighters - 6 800 followers
- **BombeirosCasteloBranco**
  Firefighters - 4 600 followers
- **MunicipiodePenamacor**
  Municipality - 29 000 followers

Registered disaster:

1 August 2023: **Wildfire**

1 July 2022: **Wildfire**

1 October 2017: **Wildfire**

1 June 2017: **Wildfire**

Data and awareness analyses

For the analysis related to the awareness, only the **Bombeiros-Voluntários-de-Nisa**, **BombeirosCasteloBranco** and the **MunicipiodePenamacor** pages produced useful material that could be analyzed as disaster risk awareness. Other pages were lacking data or produced results that were not useful for those analyses.

After data collection, data was cleaned and preprocessed in order to make it possible to analyze the posts. The analysis focuses on posts made during the **60 days leading up to the disaster as well as the 90 days following it**, examining whether they discuss topics relevant to the event. Additionally, we evaluate the **engagement metrics** of these posts, including the **number of reactions**, **comments** and **shares** they received.

Pre-disaster communication

Inconsistent proactive awareness:

- **Bombeiros-Voluntários-de-Nisa** and **MunicipiodePenamacor** both demonstrated a **lack of pre-disaster communication** in 2022, with no posts focused on raising awareness about **fire risks**. This gap indicates a **missed opportunity** to prepare the community before the fire incidents.
- In contrast, **BombeirosCasteloBranco** exhibited a **proactive approach** in 2022, providing **several posts aimed at educating the public about fire risks and preventive measures**. However, by 2023, this page also failed to maintain proactive communication, as **no pre-disaster awareness posts** were identified.

Post-disaster communication

Varied approaches and effectiveness:

- **Bombeiros-Voluntários-de-Nisa** and **BombeirosCasteloBranco** both showed a commitment to **post-disaster communication**. After the 2023 fire, **Bombeiros-Voluntários-de-Nisa** focused on promoting ongoing training and preparedness, indicating a forward-looking approach to fire safety. Meanwhile, **BombeirosCasteloBranco** emphasized **preventive tips** and **collective responsibility** following both the 2022 and 2023 fires, although its **2023 communication was more reactive**.
- **MunicipiodePenamacor** displayed significant gaps, with **no post-disaster communication** following the 2022 fire and only a **single post** related to **future preparedness** after the 2023 fire. This inconsistency suggests **a lack of focus on immediate community needs** and **recovery after disasters**.

Insights on communication changes

Improvement and Decline in Proactivity:

- **Bombeiros-Voluntários-de-Nisa** showed an improvement in **proactive disaster communication** from **2022 to 2023**, shifting towards more sustained and comprehensive messaging that included **training** and **preparedness activities**.
- Conversely, **BombeirosCasteloBranco** exhibited a **decline** in proactive engagement, as its **pre-disaster communication** became less prominent by 2023. This shift towards a more reactive approach could reduce community preparedness.
- **MunicipiodePenamacor** displayed **no significant change** or **improvement** between 2022 and 2023, consistently **lacking both pre- and post-disaster communication**.

Gaps in disaster risk awareness

Persistent Awareness Gaps:

- Across all three pages, there were notable **gaps in disaster risk awareness**, particularly in the **absence of pre-disaster communication**. **MunicipiodePenamacor** was the most consistent in its **lack of engagement**, missing critical opportunities to inform and prepare the community both before and after the fires.
- The inconsistency in **proactive communication** across the pages highlights a need for a more **uniform** and **sustained approach to disaster risk awareness**.

Specific Concerns:

- It is concerning that **BombeirosCasteloBranco**, representing the **capital of the municipality**, does not provide any consistent information about **disaster risk management**, despite the importance of this region in the broader context of **municipal safety**.
- Although the social media pages of these municipalities have a **substantial number of followers**, which indicates a **high potential** for reaching the community, they are not fully capitalizing on this opportunity to run effective **awareness campaigns**. This presents a **critical opportunity for improvement**.

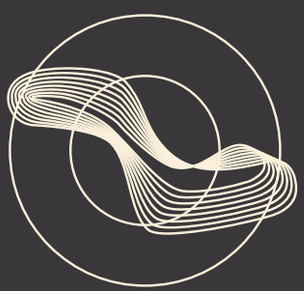
Potential gaps in social media communication:

- The presence of various types of **social media accounts**, including **public pages, people pages** (representing organizations like "Bombeiros-Voluntários-de-Idanha-a-Nova"), groups and even "Local Business" pages, raises questions about whether these are the most effective ways for disseminating **public safety information**. This suggests there may be a **knowledge gap** in understanding the best approaches to **social media communication** within these organizations.

The overall analysis reveals both **strengths** and **weaknesses** in the **disaster communication strategies** employed across the three social media pages. While there have been some improvements in proactive engagement, particularly on **Bombeiros-Voluntários-de-Nisa** in 2023, significant gaps remain, especially in **pre-disaster communication**. The **absence** of consistent **awareness campaigns** and the **reactive nature of many posts** suggest that the communities may not be adequately **prepared to face fire risks**.

To enhance **disaster risk awareness** and **community resilience**, it is crucial for all pages to adopt a more **proactive**, **consistent** and **comprehensive communication strategy**. This should include **regular updates before disaster seasons**, continuous **community engagement** on **preventive measures** and robust **support during and after disasters** to ensure that the community is well-informed, prepared and supported at all stages of a disaster.

Given the substantial following of these social media pages, there is significant **untapped potential** to improve **disaster awareness** and **preparedness campaigns**. Moreover, a reassessment of the types of social media accounts used to disseminate **public information** could help in overcoming the **knowledge gaps** and optimising communication strategies for **better community engagement**.



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EXAMINING PRE- AND POST-HAZARD COMMUNICATION ON SOCIAL MEDIA: TRONDHEIM CASE STUDY

Identified Facebook public pages (by July 2024)

- **TrondheimKommune**
  Municipality - 30 000 followers
- **Brannogredningstjenesten**
  Local fire department - 22 000 followers
- **Trondheim Spolitiet**
  Local police - 34 000 followers
- **Adressa.no**
  Local newspaper - 95 000 followers

Registered disaster:

15 August 2023: **Fire**

2 September 2022: **Landslide**

27 August 2022: **Fire**

28 September 2021: **Landslide**

22 April 2021: **Landslide**

1 January 2012: **Landslide**

Data and awareness analyses

For the analysis related to the Awareness, only the **Trondheimkommune** page and the **Brannogredningstjenesten** page produced useful material that could be analysed as disaster risk awareness. Other pages lacked data or produced results that were not useful for those analyses.

The content of social media posts is analysed to assess the level of awareness related to the target disaster type. The analysis focuses on posts made during the **60 days leading up to the disaster as well as the 60 days following it**, examining whether they discuss topics relevant to the event. Additionally, we evaluate the engagement metrics of these posts, including the number of reactions, comments, and shares they received.

Information on Social Media Pages

The comparative analysis of social media posts from **Brannogredningstjenesten** and **TrondheimKommune** reveals distinct yet complementary approaches to disaster awareness and communication.

Pre-disaster communication

- **Brannogredningstjenesten:** The posts consistently emphasize fire safety, with a strong focus on preventive measures such as the use of smoke alarms, fire drills, and responsible behavior in vulnerable areas. This reflects a longstanding commitment to educating the public about fire risks and promoting preparedness.
- **TrondheimKommune:** Before the August 2023 fire, the posts were similarly focused on raising awareness about fire risks, particularly those associated with extreme weather conditions. The use of historical incidents to stress the importance of fire safety highlights a proactive approach to linking past lessons with current preparedness.

Post-disaster communication

- **Brannogredningstjenesten:** Following recent disasters, particularly the August 2023 fire, there is a noticeable shift towards more community-oriented and targeted outreach. The communication evolved to include organizing events like Fire Prevention Forums and educational visits, specifically targeting vulnerable populations such as children and the elderly. This shift underscores an increasing emphasis on community engagement and tailored messaging.
- **TrondheimKommune:** After the disaster, the communication broadened to address the impacts of climate change, including the risks of landslides triggered by increased rainfall. This shift from a fire-specific focus to a broader discussion of climate-related hazards indicates a comprehensive approach to disaster preparedness, involving both community and municipal levels.

Both pages **exhibit a clear evolution in their communication** of disaster awareness. While **Brannogredningstjenesten** has **shifted towards more interactive**, community-based efforts post-disaster, **TrondheimKommune** has **expanded its focus to include broader environmental issues** such as climate change, demonstrating a more holistic approach to disaster preparedness. In addition, **Brannogredningstjenesten** has increasingly **targeted vulnerable groups** and emphasised the importance of tailored outreach. Meanwhile, **TrondheimKommune** has **broadened its focus** beyond fire safety to address interconnected hazards, reflecting a **growing awareness of the multifaceted** nature of disaster risks.

However, the analysis also suggests that information regarding **landslide disaster awareness is not frequently emphasised** in the posts, indicating a **potential gap in communication** that could leave the public less informed about this specific risk.

Numerical analysis

A quantitative analysis of social media engagement across the targeted social media pages before and after the registered disasters was explored. The focus is on understanding the volume of posts, user interactions (comments, reactions, shares), and engagement trends for each page and disaster event.

From the numerical data, it is possible to observe that the **TrondheimKommune** page (Municipality page) seems to have started posting disaster awareness information around the time of the last disaster. It might indicate a **proactive communication that aims to prepare the audience for disaster awareness**.

Although they have around 30 000 followers, it seems that they don't have much interaction from the users regarding these disaster awareness posts.

On the other hand, **Brannogredningstjenesten** page (Fire department page) seems to be **more active on disaster awareness information** over the years. Although with fewer followers than the Trondheimkommune page (22 000 followers), it seems they managed to have **more engagement with the public**. From the identified awareness posts, the average number of reactions per post was most of the time higher after a disaster had occurred than before the disaster. It might indicate an **increased level of public concern and engagement with disaster-related content** in the aftermath, reflecting heightened awareness and a greater sense of urgency among the audience. On the other hand, the number of posts shared have decreased, which could suggest that while the content resonates on a personal level, users may feel less compelled to distribute the information further, possibly due to saturation of similar content or a belief that the immediate need for widespread dissemination has passed.

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TURKEY

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EXAMINING PRE- AND POST-HAZARD COMMUNICATION ON SOCIAL MEDIA: KARSIYAKA CASE STUDY

Identified Facebook public pages (by July 2024)

- **Karşiyaka-Haber-Gazetesi**
  News - 11 000 followers
- **KarsiyakaBelediyesi**
  Municipality - 75 000 followers
- **IzmirItfaiyesi**
  Fire Department - 4 100 followers

Registered disaster:

11 February 2021: **Flood**

30 May 2019: **Wildfire**

22 October 2018: **Flood**

Data and awareness analyses

For the analysis related to awareness, only the **Izmirltfaiyesi** page produced material that could be analyzed for disaster risk awareness. Other pages were lacking data or produced results that were not useful for those analyses.

The content of social media posts is analysed to assess the level of awareness related to the target disaster type. The analysis focuses on posts made during the **60 days leading up to the disaster and the 90 days following it**, examining whether they discuss topics relevant to the event. Engagement metrics of these posts, including the number of reactions, comments and shares, are also evaluated.

Information on social media pages

Given the limited number of pages available for this analysis, the results of this study are not fully conclusive and further investigation may be necessary to provide a more comprehensive understanding. The **challenges** encountered during this analysis, including the **high posting frequency on news-oriented pages** and **limitations on collecting posts from earlier disasters**, further constrained the scope of the evaluation.

The high volume of posts on news-oriented pages made it difficult to isolate relevant content related to the disasters, complicating the assessment of their disaster communication. Additionally, the **inability to access posts from earlier disasters hindered the ability to draw comparisons and evaluate changes in communication strategies** over time. These factors underscore the need for a more extensive and detailed examination to accurately assess the effectiveness of social media in disaster risk communication.

Considering the **IzmirItfaiyesi** page, the analysis of social media posts related to the flood disaster on 11 February 2021, provides some insights into the disaster risk communication efforts by the Izmir Fire Department. **Before the disaster**, the posts focused on **showcasing the department's readiness and preparedness**, highlighting their equipped organisation and trained personnel.

This proactive communication **emphasised the department's ability to respond effectively** to flood emergencies and underscored their commitment to emergency rescue interventions and continuous training.

After the disaster, the communication appeared to **shift towards educational content**, with posts focusing on training programmes for firefighters, community awareness through disaster training sessions and specific initiatives aimed at preparing village heads for future disasters, including floods. These post-disaster posts indicate a **sustained effort to enhance community preparedness and resilience**, reinforcing the importance of training and education in disaster response.

Although the posts before and after the flood disaster demonstrate a consistent focus on preparedness and training, the **analysis cannot compare these efforts to previous disasters due to the lack of available data for earlier events**. This limitation prevents a thorough evaluation of whether the communication evolved in response to lessons learned from past disasters. Nonetheless, the Izmir Fire Department's approach, as observed in this analysis, suggests a **strong commitment to maintaining and improving disaster readiness through both proactive and reactive communication**.

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