



**SLOVENSKI STANDARD**  
**oSIST prEN ISO 22329:2025**  
**01-marec-2025**

---

**Varnost in vzdržljivost - Upravljanje v izrednih razmerah - Smernice za uporabo družbenih medijev v izrednih razmerah (ISO 22329:2021)**

Security and resilience - Emergency management - Guidelines for the use of social media in emergencies (ISO 22329:2021)

Sicherheit und Resilienz - Gefahrenabwehr - Leitfaden für die Nutzung sozialer Medien im Gefahrenabwehrmanagement (ISO 22329:2021)

Sécurité et résilience - Gestion des situations d'urgence - Lignes directrices relatives à l'utilisation des réseaux sociaux dans les situations d'urgence (ISO 22329:2021)

**Ta slovenski standard je istoveten z: prEN ISO 22329**

oSIST prEN ISO 22329:2025

<https://standards.sist.net/catalog/standards/sist/022971db-4343-4107-867d-4f5c78d26d29/osist-pr-en-iso-22329-2025>

**ICS:**

03.100.01	Organizacija in vodenje podjetja na splošno	Company organization and management in general
-----------	---	--

**oSIST prEN ISO 22329:2025**

**en,fr,de**



# INTERNATIONAL STANDARD

**ISO**  
**22329**

First edition  
2021-11

---

---

## **Security and resilience — Emergency management — Guidelines for the use of social media in emergencies**

*Sécurité et résilience — Gestion des situations d'urgence — Lignes  
directrices relatives à l'utilisation des réseaux sociaux dans les  
situations d'urgence*

**iTeh Standards**  
**(<https://standards.iteh.ai>)**  
**Document Preview**

[oSIST prEN ISO 22329:2025](https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025)

<https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025>



Reference number  
ISO 22329:2021(E)

© ISO 2021

ISO 22329:2021(E)

**iTeh Standards**  
**(<https://standards.iteh.ai>)**  
**Document Preview**

[oSIST prEN ISO 22329:2025](https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025)

<https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025>



**COPYRIGHT PROTECTED DOCUMENT**

© ISO 2021

All rights reserved. Unless otherwise specified, or required in the context of its implementation, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office  
CP 401 • Ch. de Blandonnet 8  
CH-1214 Vernier, Geneva  
Phone: +41 22 749 01 11  
Email: [copyright@iso.org](mailto:copyright@iso.org)  
Website: [www.iso.org](http://www.iso.org)

Published in Switzerland

# Contents

	Page
<b>Foreword</b> .....	<b>iv</b>
<b>Introduction</b> .....	<b>v</b>
<b>1 Scope</b> .....	<b>1</b>
<b>2 Normative references</b> .....	<b>1</b>
<b>3 Terms and definitions</b> .....	<b>1</b>
<b>4 Understanding social media</b> .....	<b>2</b>
4.1 General.....	2
4.2 Utilizing social media.....	2
4.2.1 General.....	2
4.2.2 Implementation.....	2
4.2.3 Monitoring.....	3
4.2.4 Dissemination.....	4
4.2.5 Interaction.....	4
<b>5 Planning</b> .....	<b>5</b>
5.1 General.....	5
5.2 Policies.....	5
5.3 Risk.....	5
5.4 Social media objectives.....	5
5.5 Social media strategy.....	6
5.6 Resources.....	6
5.6.1 General.....	6
5.6.2 Digital tool selection.....	7
<b>6 Implementation</b> .....	<b>7</b>
6.1 General.....	7
6.2 Monitoring.....	7
6.3 Dissemination.....	8
6.3.1 General.....	8
6.3.2 Guidance on specifying content.....	8
6.4 Interaction.....	9
6.5 Citizens' guidance.....	9
<b>7 Review and improvement</b> .....	<b>9</b>
7.1 Review.....	9
7.2 Continual improvement.....	9
<b>Annex A (informative) Types of social media platforms, channels and related tools</b> .....	<b>10</b>
<b>Annex B (informative) Quality assessment and verification of social media</b> .....	<b>11</b>
<b>Annex C (informative) Examples of using social media by emergency management organizations</b> .....	<b>13</b>
<b>Annex D (informative) Citizens' guidance</b> .....	<b>14</b>
<b>Bibliography</b> .....	<b>16</b>

## ISO 22329:2021(E)

### Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by Technical Committee ISO/TC 292, *Security and resilience*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

oSIST prEN ISO 22329:2025

<https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025>

## Introduction

Having effective communication among organizations and with the public are important aspects of emergency management. The emergence of social media, in addition to other media such as television, radio, and newspapers, has provided more communication options and enhanced communication capability, but it has also made communication more challenging.

It is important that organizations recognize their potential benefits and threats inherent when using social media in their communication strategy, including crisis communication. Social media can improve situational awareness and communication capability and help citizens support each other during an emergency or crisis. Social media can also spread inaccurate information regarding an incident and the response to an incident. Organizations that have the capability to monitor and use social media can take advantage of the potential benefits and counteract the potential negative consequences that can arise from social media.

This document provides guidance on how social media can be integrated into communication in emergency management.

**iTeh Standards**  
**(<https://standards.iteh.ai>)**  
**Document Preview**

[oSIST prEN ISO 22329:2025](https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025)

<https://standards.iteh.ai/catalog/standards/sist/8e29b1db-a5a3-4484-807d-475e7fbd28d5/osist-pren-iso-22329-2025>





# Security and resilience — Emergency management — Guidelines for the use of social media in emergencies

## 1 Scope

This document gives guidance on the use of social media in emergency management. It gives guidance on how organizations and the public can use, and interact through, social media before, during and after an incident as well as how social media can support the work of emergency services.

This document is applicable to governmental and non-governmental organizations involved in emergency management and crisis communication.

## 2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 22300, *Security and resilience — Vocabulary*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 22300 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at <https://www.iso.org/obp>

— IEC Electropedia: available at <http://www.electropedia.org/>

### 3.1

#### **social media**

online technologies and practices that people use to share opinions, insights, experiences and perspectives with each other, transforming traditional one-to-many interactions into many-to-many interactions

### 3.2

#### **inaccurate information**

information that is false

Note 1 to entry: Inaccurate information may be spread purposefully or without purpose.

Note 2 to entry: The scientific term “misinformation” includes inaccurate information that is spread without purpose.

### 3.3

#### **purposefully misleading information**

*inaccurate information* (3.2) that was distributed purposely or intentionally omitted information or intentionally modified information

Note 1 to entry: The scientific term is “disinformation”.

## ISO 22329:2021(E)

### 4 Understanding social media

#### 4.1 General

With increasing digitalization, a growing number of social media platforms and channels are available, and the selection and popularity of these are continually changing. Social media is available worldwide but access to some platforms and channels can be restricted in some countries. Some platforms and channels focus on exchanging text messages, others focus on sharing photographs or videos, and some permit the sharing of text, photos and videos. Many can include links to any content stored on the internet.

There is a connection between social media and other media such as websites, newspapers, radio and television. People also share news articles and information on social media.

[Annex A](#) provides types of social media channels, platforms and related tools.

The organization should:

- consider the role of social media in the context of its overall communications strategy, including crisis communication, and how the social media strategy is implemented in the organization;
- understand that the extent to which information is shared depends on the application on which it was shared and the privacy settings of the user who shared the content;
- understand that social media is operated by private companies, and it is governed by their own terms of service or user agreement.

#### 4.2 Utilizing social media

##### 4.2.1 General

The exchange of information through social media will depend on the organization's communication strategy and whether the organization is operating before, during or after incidents or crises.

The organization should consider:

- how social media can improve the organization's capability to manage incidents and crises;
- how social media can reduce the organization's risks by considering risks that can potentially be affected by ineffective communication;
- how fit-for-purpose the organization's social media policies and procedures are to determine if changes are required.

##### 4.2.2 Implementation

The organization should:

- identify and obtain the appropriate tools necessary to implement the use of social media;
- supplement internal resources by using external resources as required;
- ensure that the resources are capable of performing their assigned responsibilities.

A natural progression for the use of social media is to monitor social media communications, then disseminate information to support emergency management objectives. This is then followed by interaction with social media users (public or private stakeholders) to answer questions and build trust with the social media audience.

The organization should conduct a regular review of social media as part of its overall continual improvement process.