

[Government now on...Pinterest?](#)

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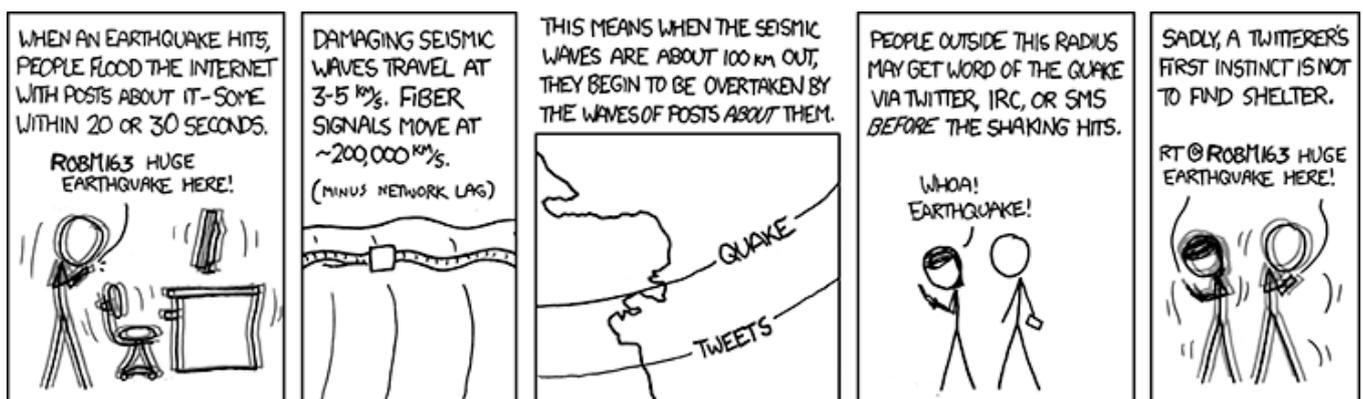
Just how far is too far for government, emergency management and social media?

According to the Pinterest web site, their mission is: "...to connect everyone in the world through the 'things' they find interesting. We think that a favorite book, toy, or recipe can reveal a common link between two people. With millions of new pins added every week, Pinterest is connecting people all over the world based on shared tastes and interests."

Pinterest differs from Twitter and Facebook in a few ways, but probably the most significant is that the postings on Pinterest are primarily visual. Yes, people can leave comments regarding the images posted, but the purpose of Pinterest is to share images that can be linked to websites that contain information.

Some government organizations are already using Pinterest, as is explained in [this article](#) on Government Technology. From an emergency management perspective, I like Pinterest in that it is driven by images. After doing a cursory search for emergency management, and being sidetracked by all the fun images and links for about 20 minutes, I decided to share an entertaining image that I found to give examples of how Pinterest can be effective for emergency management.

This image is a comic that highlights how effective, and questionable, social media in general is to emergency management and response.



From my point of view, the important thing is that information is being made readily available for the masses to help develop readiness for disaster. The downside is that most of these avenues are for those who sign up for them or who actively seek out the information. This still keeps a large portion of people in the proverbial dark as they don't understand the need for emergency preparedness or know where to get the information.

This is one reason we recommend you become a [ReadyChristian](#). This free training not only prepares you to be Biblically Ready in times of disaster and crisis, but it gives you an

avenue to reach those you care about and help them prepare, furthering the reach of emergency readiness.