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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 45426-2025

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

安全与韧性应急管理社交媒体应对突发事件的应用指南

(English Translation)

Issued on: February 28, 2025

Implemented on: September 1, 2025

**Issued by: State Administration for Market Regulation, China National
Standardization Administration**

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

This document is equivalent to ISO 22329:2021 "Guidelines for emergency applications of social media for security and resilience emergency management".

The following minimal editorial changes were made to this document.

- Changed the order of the appendices, and swapped Appendix B with Appendix C;
- Added notes to Table B.1.

Introduction

Effective communication between organizations and the public is an important aspect of emergency management. Social media has become a vital part of traditional media such as television, radio, and newspapers.

In fact, it provides more communication options and enhances communication capabilities, but it also makes communication more challenging.

It is important that organizations recognize the potential benefits and risks inherent in using social media in their communications strategies, including crisis communications.

Social media can improve situational awareness and communication capabilities, and can promote mutual support among the public during emergencies or crises.

The media may also spread inaccurate information about an event and the response to it.

Organizations that monitor can take advantage of the potential benefits of social media and offset the potential negative effects that social media may have.

This document provides guidance on how to incorporate social media as a means of communication in emergency management.

Safety and Resilience Emergency Management A guide to using social media to respond to emergencies

1 Scope

This document provides guidance on the use of social media in emergency management.

It provides guidance on the use and interaction of social media in the future and also provides guidance on how social media can support the work of emergency services.

The guidance.

This document is intended for governmental and non-governmental organizations involved in emergency management and crisis communications.

2 Normative references

The contents of the following documents constitute essential clauses of this document through normative references in this document.

For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced documents without a date, the latest version (including all amendments) applies to this document.

ISO 22300 Security and resilience-Vocabulary

3 Terms and definitions

For the purpose of this document, the terms and definitions defined in ISO 22300 and listed below apply.

social media

Online tools, platforms and channels are used to share opinions, insights, experiences and viewpoints, thus achieving the transformation from traditional communication to interaction.

inaccurate information Wrong information.

Note 1: Inaccurate information may be disseminated intentionally or unintentionally.

Note 2: The academic term "misinformation" includes inaccurate information that is spread without a purpose.

purposeful misleading information Deliberate dissemination, omission or modification of inaccurate information (3.2).

Note: The academic term is "false information".

4.1 Overview

As digitalization advances, more and more social media platforms and channels are available, and their choice and popularity are constantly changing.

Social media can be used worldwide, with some platforms and channels focusing on the exchange of text messages, and some focusing on the sharing of photos or videos.

Many social media platforms and channels can contain links to any content stored on the Internet.