

## Meet the Virtual Social Media Working Group Series Bill Delaney and Melanie Manville

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Recognizing the need to address the challenges associated with social media for emergency response and public safety, the DHS Science and Technology Directorate (S&T) established the Virtual Social Media Working Group (VSMWG). The group's mission is to provide recommendations to the emergency preparedness and response community on the safe and sustainable use of social media technologies before, during, and after emergencies.

Drawn from a cross-section of subject matter experts from local, state, , and federal responders from across the United States, VSMWG members are establishing and collecting best practices and solutions for the Nation's first responders and the emergency preparedness and response community.

Members of the VSMWG were selected based on their experience in leveraging social media technologies to pursue the missions of their agencies. Many VSMWG members have served as speakers, trainers, and subject matter experts at major homeland security-related workshops, roundtables, and conferences on the topic of social media.

This post is the first in a series of articles which will include the biographies and photos of each VSMWG member. For more information and to participate in ongoing discussions with the group, please join DHS First Responder Communities of Practice at [www.communities.firstresponder.gov](http://www.communities.firstresponder.gov).



**Bill Delaney, Program Manager, Social Media and Life Safety Education, Montgomery County [MD] Fire and Rescue**

Bill Delaney has been a member of the fire service for more than 29 years as a career fire fighter with the city of Fairfax [Virginia] and as a volunteer fire fighter with the Burke [Virginia] Volunteer Fire Department. In 1997, Bill received the City of Fairfax Fire Fighter of the Year award for efforts in the fire and injury prevention arena.

Hired by Montgomery County [Maryland] Fire and Rescue in 2001, Bill manages the department's fire and injury prevention programs and, for the last five years, has developed and managed the department's robust social media platforms. Bill is a nationally-recognized speaker and has presented at conferences such as the Firehouse Expo, Fire-Rescue International, National Fire Protection Association, Massachusetts Public Fire and Life Safety, Mid-Atlantic Life Safety (MD), WI Fire Prevention, and the Missouri Valley International Association of Fire Chiefs Fire & Life Safety.

*Meet the Virtual Social Media Working Group (continued)*



**Melanie Manville,  
Public Health  
Information Specialist,  
Fort Bend County [TX]  
Department of Health  
and Human Services**

Since 2010, Melanie Manville has worked for Fort Bend County Health & Human Services in Texas as a public health information

and training specialist. She is responsible for media monitoring, maintenance of the agency's website and Facebook page, as well as crafting emergency messages, exercise planning, and staff training. Melanie also

develops and disseminates the Public Health Informer, the county's quarterly newsletter sent to all local, regional, and state partners.

Melanie has developed and promoted several awareness campaigns and education programs on several topics, including hurricane preparedness, general emergency preparedness, vaccinations, nutrition, tobacco, and other health-related issues. She is the local administrator for the Texas Public Health Information Network. Previously a kindergarten and first grade teacher, Melanie received her undergraduate degree from Texas A&M in Communication, and her Master's degree from the University of Houston in Health Communication with a minor in risk and mass communications.