

## Meet the Virtual Social Media Working Group Series: Brianna Hertzler, Scott Reuter, and Pascal Schuback

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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 sixth and final article in a series 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).

### **Brianna Hertzler, Public Private Initiative Analyst, New York City Office of Emergency Management**

Brianna Hertzler received her Master's degree in Homeland Security with an emphasis in asymmetrical warfare from San Diego State University. Brianna has over 10 years of

experience in non-profit work in Mexico and previously worked at a private sector security and training company in California.

As an adjunct faculty member at San Diego State University, Brianna's research focuses on leveraging social media and cloud computing to respond to catastrophic disasters. Brianna is currently a Public Private Initiative Analyst for the New York City Office of Emergency Management, where she helps private sector organizations prepare for, respond to, and recover from disasters that impact business continuity.



### **Scott Reuter, Director, Oregon Voluntary Organizations Active in Disaster (VOAD)**

Scott Reuter is the project manager for the Clatsop County Long-Term Disaster Recovery Committee and the current president of the Oregon VOAD. He is also a member of the Astoria Community Emergency Response Team and Clatsop County Amateur Radio Emergency Service. His areas of expertise include disaster planning and mitigation for museums and private collections to lessen or prevent earthquake damage.



Scott is involved in all phases of disaster preparation planning, mitigation, response, and recovery. He's active in the #SMEM (Social Media in Emergency Management) and #VOST (Virtual Operations Support Team) initiatives and serves on the International Association of Emergency Managers' Emerging Technology Committee

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

and the National VOAD Technology Committee. Scott is also a course instructor for the National Disaster Preparedness Training Center, teaching “Social Media for Natural Disaster Response and Recovery.”

**Pascal Schuback, Technical Operations Program  
Manager, King County**

**[WA] Office of Emergency Management**



Pascal Schuback is the Global Travel Security and Information Manager for the University of Washington, where he is also coordinating the Global Emergency Management Plan. In this role, he is responsible for situational awareness, continuity, preparedness, and response to global incidents. He is a board member of CrisisCommons,

a global network of volunteers who use creative problem solving and open technologies to help people, agencies, and communities in times of crisis. Pascal has been involved in numerous other projects, including integrating social media, aiding public safety and disaster response globally, using Virtual Operations Support Teams for incidents, and building a university-based global situational awareness tool. He has responded to many emergency incidents and recovery efforts both on location and virtually.