CEN

WORKSHOP

AGREEMENT

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English version

Requirements and recommendations for social media early warning messages in crisis and disaster management

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The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN-CENELEC Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

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European foreword

This CEN Workshop Agreement (CWA 18005:2023) has been developed in accordance with the CEN-CENELEC Guide 29 "CEN/CENELEC Workshop Agreements – A rapid prototyping to standardization" and with the relevant provisions of CEN/CENELEC Internal Regulations - Part 2. It was approved by a Workshop of representatives of interested parties on 2023-05-15, the constitution of which was supported by CEN following the public call for participation made on 2022-02-11. However, this CEN Workshop Agreement does not necessarily include all relevant stakeholders.

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Introduction

This CWA has been developed within the framework of the EU-funded research project STRATEGY (Facilitating EU pre-standardization process through streamlining and validating interoperability in systems and procedures involved in the crisis management cycle) (https://strategy-project.eu/) which seeks to promote pre-standardization of systems and procedures related to Crisis Management by streamlining, testing and validating standards, guidelines and recommendations; focusing on interoperability aspects according to the operational needs of practitioners. Each EU member country has unique processes and procedures for crisis management and disaster response. In the case of cross-border crises, these different approaches may cause confusion or conflict among first responders and civil protection bodies. By standardizing procedures and interfaces, we accomplish to develop a common language across the EU, thus essential for facilitating cross-border collaboration, thereby helping to save lives and protect assets. STRATEGY project has systematically identified and prioritised gaps in standardization in crisis and disaster management and has compared them to the needs of end-users and to available opportunities across a broad spectrum of crisis and disaster management activities. All items (CEN/WSs proposals and/or CEN/TSs work items) developed in the course of STRATEGY project, as subjects to standardization process, will be fully tested and validated in trials in the form of table-top exercises and a full-scale exercise. The proposed workshop has resulted from the STRATEGY project and addresses different aspects related to the content and design of warning messages by using social media channels to convey consistent and coherent information to the public.

With a growing number of the public using social media, there has been increasing interest in their use during crises and disasters. Therefore, emergency services within the EU and beyond have started incorporating social media in their communication plans to actively disseminate alerts and warnings not only via ICT interfaces (e.g. websites) and other traditional channels (e.g. radio, TV, press releases, sirens), but also via social networking platforms (e.g. Twitter and Facebook). There is a need for requirements and recommendations on how to draft social media early warning messages.

1 Scope

This document provides requirements and recommendations for the content and structure of social media early warning messages and notifications in crisis and disaster management towards the public.

This document does not cover audio content.

NOTE 1   The content, form, format, quality, design and usage of audio content can be an important contributing factor to a social media early warning message. There could be some specific regulations about the use of certain audio content.

This document is applicable to all stakeholders in crisis and disaster management that seek to disseminate social media early warning messages and notifications to the public.

This document does not cover how and when to use social media.

NOTE 2   For organisations performing a public warning function [1] gives guidance on the use of social media in emergency management and on how organisations 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.

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.

EN ISO 22300:2021, *Security and resilience - Vocabulary (ISO 22300:2021)*

ISO 7001:2023, *Graphical symbols — Registered public information symbols*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in EN ISO 22300:2021 and the following apply.

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

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

— IEC Electropedia: available at https://www.electropedia.org/

3.1
social media early warning message
message sent through social media for communicating information about an emergency and for alerting purpose

3.2
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

Note 1 to entry: Social Media platforms can loosely be separated into five different groups:

— End-to-End text-focused communication (e.g. WhatsApp, Signal, Threema, etc.)

— Public limited text-focused networks (e.g. Twitter, Mastodon, etc.)

— Public unlimited text-focused networks (e.g. Facebook, LinkedIn, etc.)

— Public image-focused networks (e.g. Instagram, Snapchat, etc.)

— Public video-focused networks (e.g. YouTube, TikTok, etc.)

Note 2 to entry: For more information on types of social media platforms, channels and related tools see [1].

[SOURCE: [1], 3.1]

3.3
target audience
group of persons receiving *social media early warning messages* (3.1) and *notifications* (3.3) in crisis and disaster management

3.4
diverse user
individuals with differing abilities and characteristics or accessibility needs

[SOURCE: ISO/IEC 30071-1:2019, 3.2.2]

3.5
heading
short sentence at the top of a message introducing and describing what the message is about

4 Requirements and recommendations for Social media early warning message

4.1 Content and message structure

4.1.1 General

The structure of social media early warning messages and related notifications should prioritize simple and essential information to facilitate people's ability to scan for and comprehend information and help them in finding the information they need. To improve the readability and effectiveness of the message, the following principles should be considered:

— organize the content in short paragraphs and order the information and instructions in a logical sequence;

— order the information in a sequence that is meaningful for the users and put the most critical information at the beginning of the message;

— group information related to the same topic and arrange information by importance;

— keep the structure and the order of the message consistent within the message itself and across different media channels;

— the message audience and their abilities (e.g. older people or those with visual impairments).

Social media early warning messages and related notifications should be simple, clear and easy to understand. They should communicate essential information about the emergency and its

evolution and give instructions to the target group on how to behave. Social media early warning messages and related notifications should include the following information [2] [3]:

— heading/title of the warning;

— date/time of issue of the alert;

— expiration date/time of the alert;

— the alerting authority who is issuing the warning;

— target audience/recipient of the warning message;

— the type of threat, its severity and how likely it is to occur. The CAP code values indicated in the CAP alert protocol could represent a possible solution to keep the wording consistent [4]. If not using CAP standard refer to the internal categorization of severity and risks;

— a clear call-to-action/instructions describing the recommended actions to be taken by the people affected by the alert;

— an explanation of the expected impacts and consequences;

— where to get more information.

NOTE 1   The international registry for alerting authorities can be found on the World Meteorological Organization's (WMO) website. WMO is a specialized agency of the United Nations.

To ensure consistency, clarity and completeness of the messages disseminated simultaneously across different channels, the social media early warning messages and related notifications shall refer to the persistent unique URL of the CAP message.

NOTE 2   A stylesheet can be applied to the webpage where CAP messages are published to the public in order to make the messages more readable and easier to understand.

To be effective the content of the social media early warning messages and related notifications shall be adapted to the format of the social media platform selected.

NOTE 3   For guidance on information content, see [5], 5.4.3.3. For guidance on how social media can be integrated into communication in emergency management, see [1].

4.1.2 Headings

A heading of a social media early warning message and related notification should include:

— concise information;

— the type of emergency (e.g. storm, earthquake, flood, etc.);

— the severity of the emergency (e.g. extreme, severe, moderate, minor), for example "Severe Flood";

— the type of message issued (e.g. new warning, update, cancel), for example "Severe Flood Warning";

— response type (e.g. be prepared to evacuate, evacuate now, all clear), for example "Severe Flood Warning – Be prepared to evacuate";

— date and time of the origination of the alert, for example "Severe Flood Warning - Be prepared to evacuate [10/10/2020 10:30am]";

— the expiration date and time of the alert whenever relevant;

— capital letters to make the message visible and catch the attention of the target audience but should be used sparingly for maximum impact;

— emoji, if carefully selected and used in order to avoid creating 'clutter' for users. A predetermined list of emojis, e.g. warning, alarm or danger, to supplement the clarity of the text should be prepared in advance. See also 4.2;

— full forms of words instead of shortened forms and acronyms.

NOTE   For examples of headings see Annex A.

Headings related to the same emergency shall be visible and recognizable. According to the type of emergency, warning headings and hashtags (see 4.1.6) shall be kept consistent throughout the duration of the emergency.

4.1.3 Call to action and body of the social media early warning message

Social media platforms have different characters limits, thus, when planning to use one or more social media channels to issue a social media early warning message or a notification, the content of the message should be adapted to the social media platform selected.

A social media early warning message with long-form content (e.g. up to 63,206 characters), should include:

— information on the community members and target groups addressed by the warning;

— information and updates on what is happening, reporting details about the emergency (e.g. weather situation, road access and conditions, etc.);

— information about the probability or confidence levels about the emergency warning;

— information on locations and geographical areas which may be affected by the hazard considering specifying the geographical coordinates;

— a call to action providing clear instructions and advice about what to do according to the severity and the type of hazard and special needs of the receivers, i.e.. vulnerable groups. The instructions should contain clear objectives (e.g. Prepare to leave/evacuate, Leave/evacuate now, Move/stay indoors, etc.) [2]. Moreover, the terms used to indicate the severity likelihood may differ depending on the type of emergency or the organization responsible for issuing the warnings. Please refer to 4.1.2 for further details;

— links and details on where to get more information: telephone number or website address where people can get more information about the emergency, information about who to contact regarding developments relevant to the emergency;

— short paragraph titles such as [INFORMATION] and [INSTRUCTION] to break up the text of the message and organize its content.

NOTE 1   For examples of social media early warning messages see Annex A.

NOTE 2   Information on how to formulate specific messages and instructions can be found in the "Public Awareness and Public Education for Disaster Risk Reduction" guidelines developed by IFRC [6].

A social media early warning message and a related notification using social media platforms with short character limits (e.g. up to 280 characters), should include:

— a heading reporting information on type of hazard, severity and the geographical area affected by the emergency (e.g. Severe Flood warning, Evacuation warning for xxx, Evacuation order to xxx, etc.);

— information on target audience addressed by the warning;

— a call to action describing concisely the instructions to follow;

— links where to find more information.

When preparing a social media early warning message and a related notification, according to the lists above the order of the information in the lists should be customised according to the type of emergency and type of message to be issued.

NOTE 3   For examples of social media early warning messages see Annex A.

Graphics and maps should be used to reinforce the content of the social media early warning message and related notification, to foster the spread of the message and to assist the comprehension and interpretation. See 4.2 for further details.

4.1.4 Tone and language

Social media early warning messages and related notifications should be designed and tailored to the target audience at risk (e.g. considering diverse cultural, social, gender and linguistic backgrounds) including both those who are familiar and unfamiliar with the hazard.

The tone and language should:

— use clear and plain language, easy-to-understand / easy-to-read language, avoid using technical language and make every word count;

— use words that people are familiar with in order to make the content easy to read and understand;

— avoid using acronyms;

— be translated into the major languages spoken by the people in the alerting area to ensure that they are informed and have access to warnings and emergency-related information;

— support graphically the meaning of what is being conveyed with text in different languages to ensure comprehension by vulnerable groups.

4.1.5 Accessibility

Social media early warning messages and related notifications should be constructed to be accessible to a diverse public. People with disability and other vulnerable groups have individual communication needs. To make the message accessible to a wider audience relevant information should be provided in a range of different formats such as graphics, video and audio visual.

Social media early warning messages and related notifications designed to be inclusive and accessible should abide by the following recommendations:

— always check how assistive tools like screen readers will read the text of the message;

— not overuse capital letters that can be difficult to read and misinterpreted by screen readers;

— use emojis not to replace words but to complement the text;

— limit the usage of emoji to the most important and essential ones because they are read aloud by assistive technologies. Before using an emoji it should be tested how the screen reader translates it to text;

— provide descriptive captions and alternative text captions when using images or audio, in order to allow people with vision disability, who uses assistive technology like screen reader or text-to-speech program, to access digital content. Several social media platforms provide automatic alternative text, but a human generated text should be used;

— include information that are provided in images also in the text to improve redundancy of information;

— include video captions for people with hearing impairments. Captions also enhance the viewing experience for people watching in their non-native language, or viewers in sound-off environments;

— provide a narrative description of key visual and non-verbal elements in a video to allow people with vision impairment and blindness to access the content on similar media;

— when using hashtag composed by more than one word, each word shall be written with the first letter capitalized. This will help the reading of the hashtag avoiding misunderstanding and it will make the hashtag readable by assistive technologies for visually impaired people;

— in the rare case where there is no text in the social media early warning message (audio and visual only), translate the message in the major sign languages used by the people in the alerting area to ensure that they are informed and have access to warnings and emergency-related information;

— whenever possible, include sign language video for deaf people with the same information that is offered in text and audio.

NOTE   For more general guidelines for accessibility of web content see the Web Content Accessibility Guidelines (WCAG) from W3C [7].

4.1.6 Hashtags

Hashtags are a feature common in social media platforms that can be used during a crisis to help the public recognize specific messages related to that emergency.

Social media early warning messages and related notifications that include hashtags should follow these recommendations:

— hashtags should be specific and localized. Defined specific and localized hashtags should be used consistently in social media early warning messages. The specific localized hashtag should define the type of emergency and a geographical reference to identify the impact area of the emergency;

   NOTE   Localized hashtags have more probability to reach interested audience with actionable information [8].

— where emergencies have proper names, such as storms which have predefined names, the name should be used as part of the hashtag;

— a unique hashtag covering the same emergency should be used to not duplicate and disperse information;

— once a hashtag has been launched it shall be maintained to reduce possible noise and misuse;

— use and promote the official localized hashtag so as to direct the public to authoritative sources. They may advertise the use of the hashtag also in other channels.

4.2 Graphic design

4.2.1 General

Visual content is used across all social media platforms. It increases the reach of social media early warning messages and might ease the understanding of the content of the message.

Graphic design shall be prepared before the emergence of a crisis or disaster. Templates or mock-ups for the graphics shall be prepared to function as a framework or model. These frameworks shall include the logo of the organization responsible for issuing a warning.

Graphics should be disseminated with an alternative text for screen readers, where feasible. The colour green should be avoided in all communication, see Annex B. Different levels of risk or severity of a disaster shall be indicated by the colours yellow and red.

4.2.2 Visual consistency

To maximize the target audience, social media early warning message graphics might be sent on multiple social media platforms in parallel. Users might see the graphics on different platforms. Thus, organizations responsible for issuing social media early warnings messages and related notifications shall ensure that the graphics broadcasted are consistent across different platforms. Conflicting awarenesses or actions of the recipients shall be avoided by leaving no room for misinterpretations.

All social networks allow the dissemination of graphics in still or in motion pictures. Infographics, pictures or maps shall be produced in a coherent, consistent and clearly branded way, following the general advice of 4.2.1.

In line with 4.2.1, graphics shall be the same across the different networks, where feasible. On motion picture driven platforms like YouTube or TikTok the same, still, graphics shall be used at the beginning and end of each social media early warning message.

Social media early warning messages shall link to a more detailed information homepage hosted by the responsible organization. Such links shall not lead to a different social media platform, but to an open access and barrier-free homepage. Any icons or images used in any form of social media communication shall be self-explanatory.

Only a small set of self-evident icons should be used throughout all communications as an aid to consistency. An example of such a set of icons is shown in Annex B.

4.2.3 Usage of colours

Colours play a crucial role in social media early warning messages and related notifications. Red or yellow do signal the audience that they are at risk, to a varying degree. These colours shall be used for social media early warning messages of varying severity or urgency. When green is used, it should imply a complete absence of any risk.

In line with [9], 4.2., black text on yellow background and white text on red background shall be used for social media early warning messages.

Red shall only be used in instances where immediate action is required from the recipient. Yellow shall be used in instances where preparatory action is required.

Additional colours that might be used are white text on black or blue background or black text on grey background. Black shall only be used to signal fatal danger. It can be used in combination with red, if an immediate action might mitigate the danger. Blue shall be used for informational content that is not a call to action and linked to a severity or risk level. Grey shall be used in instances where information is missing.

An explanatory use of the colours and references to the standardized colour codes can be found in Annex B.

4.2.4 Usage of graphics

Graphics play an important role in broadcasting a social media early warning message and related notification, as it might be understood quicker and more intuitively than a purely text-based message. Graphics might also be misleading and misinterpreted. Thus, they should be selected and used carefully.

While several standards for the use of symbols in disaster management exist, these are not for public use and many of the symbols are non-intuitive for non-trained recipients. A few icons and symbols that are intuitively understood by the general public when used shall be selected, instead.

Wherever possible, the symbols from ISO 7001:2023 shall be applied. They are widely known and understood by the general public. An alternative text should be added to the social media early warning message or notification by the issuing organization, where feasible.

Where ISO 7001:2023 cannot be applied graphics shall be self-descriptive. Wherever the disaster or crisis situation is too complex to be depicted by icons, photographic images or motion pictures can be used.

To enhance the understanding of symbols by recipients, symbols shall be used regularly, including in times of absence of disaster or crisis. By the steady repetition of the use of a symbol, recipients get used to it and will understand it in times of crisis and disaster.

Pictures and images that are used in social media early warning messages and related notifications shall be from the incident referred to and should not be graphic. Stock image or generic pictures should be avoided to avoid misinterpretations or misunderstandings. Pictures that are too shocking shall be avoided as they might generate panic.

Animated graphics, such as GIFs, shall be avoided.

Maps can be used to geolocate early warnings more precisely. If maps are used, they shall be self-explanatory. They shall have a standardized orientation and not contain more information than required. Areas highlighted on the map shall be highlighted only with the colours red and yellow, as detailed in 4.2.3. Any descriptive information on the map shall make use of the colour coding for informative content (see 4.2.3).

Annex A
(informative)

Social media early warning messages examples

A.1 General

This annex contains examples of social media early warning messages created using this document. The examples show how the document can be implemented. The messages have been developed for the Table-Top Exercise held within the STRATEGY EU project. The scenario used to create and discuss the examples is included in the annex to better understand the context of the examples. The examples regard both Facebook and Twitter messages.

A.2 Scenario - Wildfire in the municipality of Ommen

It's a summer day during the last week of July. The day of the event is very warm and there are strong winds coming from the southeast. In the whole country the holiday has started. The beautiful summer weather has made many people decide to spend days at the recreation parks and campsites. In the municipality Ommen and the surrounding area many campsites are overcrowded during this time of the holiday season. After a long period of drought, the forests and nature reserves in Ommen and the surrounding area are very dry. Both the police and the fire brigade have been instructed, based on the experiences of previous years, to be extra alert to the occurrence of fires in nature. The population has been warned for days by radio and TV spots, especially not to make open fires in the nature reserves.

Around 10.00 am a first call to the control room of the emergency services (112) report a small forest fire on the Beerzerweg nearby holiday park Beerze Bulten, Kampweg 1 in Beerze. The holiday park lies in the middle of a wooden area, and it is fully booked. This means that all 550 camping places and 60 summerhouses are occupied. The estimated number of tourists (especially German and French) is around 1,850.

In view of the drought of the past period, the fire brigade of Ommen immediately starts to scale up with reinforcements and deploy special forest fire vehicles and Handcrew Overijssel. The first police invigilators who arrive on the scene determine that it is a very large forest fire and ask for reinforcements. The fire is accompanied by a lot of smoke development. A large black/grey column of smoke is moving towards the North West. Given that the risk of a big forest fire is likely to happen, the first responders decide immediately to start the evacuation process at the holiday park Beerze Bulten.

Given that the wind blows from southeast there is also a risk for another Parks:

— Recreation Park Wilrod, Marsdijk 3a, 7736 PL Beerze (50 summerhouses with mostly private owners),

— Holiday park Huttopia De Roos, Beerzerweg 10, 7736 PJ Beerze-Ommen (1300 tourists),

— Holiday park Ommerland, Besthemerberg 1, 7731 PB Ommen (2000 tourists) and further away

— Camping De Kleine Wolf, Coevorderweg 24 in Stegeren (2000 tourists) and

— Camping De Hongerige Wolf, De Hongerige Wolf 1a in Stegeren (1000 tourists).

It is not clear yet if it is necessary to evacuate more campsites.

On all the camping sites there are Dutch and foreign tourists from mostly Germany and France. In the same camping area there is also a group of elderly people who are not self-reliant who should be moved to another place. In the nature reserve Beerzerveld and the forests there are hikers and cyclists active. They should know what and where the hazard is or is coming from and how to get safely home.

In the area lie a few (farmer) houses and diversity of parks and camping. There are public roads in the area, but mostly small and with traffic breaks. Panic can have an average effect on the evacuation.

A.3 Examples of social media early warning messages for the presented scenario

EXAMPLE 1   Figure A.1 shows a Facebook warning message and Figure A.2 shows a Twitter warning message to alert population about the start of a forest fire emergency. The message text gives the main information about the fire situation, and then inform people about what to do in case they are nearby the fire.

Figure A.1 — Example of Facebook warning message for forest fire

Figure A.2 — Example of Twitter warning message for forest fire

EXAMPLE   Figure A.3 shows a Facebook warning message and Figure A.4 shows a Twitter warning message to alert the population about the evacuation order that has been issued.

Figure A.3 — Example of Facebook order message for evacuation

VR IJsselland ✓
@VRIJsselland

EVACUATION ORDER ⚠️ ← Heading type of message and alert emoji (Clause 4.1.2)

Residents and tourists present in Beerze Bulten holiday park and Wilrod park, and in the proximity of the park shall evacuate the area by 03:00pm 06 July 2022. ← Paragraph with instruction for people affected by the emergency (Clause 4.1.3)

At this link all the information about the evacuation: www.vrijsselland.nl/forestfirebeerze ← Paragraph with reference to find more information about the emergency (Clause 4.1.3)

#BeerzeFire ← Specific hashtag of the emergency (Clause 4.1.6)

EVACUATION ORDER ← Danger image and text regarding the emergency (Clauses 4.2.3 and 4.2.4)

For emergency assistance call: 112
For more information: www.vrijsselland.nl ← Authority logo and further information for the emergency (Clause 4.2.1)

01:35PM - July 6, 2022 - Twitter for iPhone

View Tweet activity

75.9K Retweets   12 Quote Tweets   103 Likes

Figure A.4 — Example of Twitter order message for evacuation

EXAMPLE   Figure A.5 shows a general update message on Facebook and Figure A.6 shows a general message on Twitter to inform population about the development of the situation.

Figure A.5 — Example of Facebook update message

VR IJsselland ✔
@VRIJsselland

BEERZE FIRE UPDATE
Firefighters are in action to prevent the spread of the forest fire that started this morning in the area of Beerze. We are monitoring the situation, and we will promptly inform about actions to be taken. More information:
www.vrijsselland.nl/forestfirebeerze
#BeerzeFire

FOREST FIRE UPDATE

For emergency assistance call: 112
For more information: www.vrijsselland.nl

04:01PM - July 6, 2022 - Twitter for iPhone

View Tweet activity

75.9K Retweets   12 Quote Tweets   103 Likes

Heading type of message (Clause 4.1.2)

Paragraph with reference to find more information about the emergency (Clause 4.1.3) and specific hashtag of the emergency (Clause 4.1.6)

Information image and text regarding the emergency (Clauses 4.2.3 and 4.2.4)

Authority logo and further information for the emergency (Clause 4.2.1)

Figure A.6 — Example of Twitter update message

Annex B
(informative)

Simple symbology

To enhance consistency and ensure that the recipients of social media early warning messages understand the type of message sent without further delay, a symbology and colour coding shall be used for all social media messages. Often, such symbols and colour coding already are standardized for the organization or on a national or international level. This Annex presents examples of such a symbology, based on ISO standards.

This exemplary simple symbology will be restricted to three different core messages that are meant to be sent by the symbol: That the message that goes along with it is just an information, a warning or that an immediate action is required from the recipient.

Figure B.1 — Symbol for information

In line with [10](Symbol reference No. 2760), information shall be presented with the respective symbol shown in Figure B.1. The circle and the letter "i" in the symbol shall have the colour black, while the background shall be blue. The specific colour codes shall be in line with Annex B of [9].

If the organization issuing the social media early warning message does make use of other symbols or seeks to include more information within the message, it is recommended that at least the two main visual features, namely the circular frame and the colour blue, are kept for all purely informative information.

Figure B.2 — Symbol for warning

In line with [10] (Symbol reference No. 0434B), warning messages ("caution") shall be presented with the respective symbol shown in Figure B.2. The equilateral triangle with radiused outer corners shall have a yellow background and a black border. The exclamation mark shall be black. The colours used in the symbol are specific safety colours that shall confirm with [11] and [12].

If the organization issuing the social media early warning message does make use of other symbols or seeks to include more information within the message, it is recommended that at least the two main visual features, namely the triangular frame and the yellow safety colour, are kept for warning messages.

Figure B.3 — Symbol for danger

Social media early warning messages that require immediate action of the recipient ("danger") shall be presented with the respective symbol shown in Figure B.3. This symbol is identical with [10] (Symbol reference No. 0160). The background of the symbol shall be red. The colours used in the symbol are specific safety colours that shall confirm with [11] and [12].

If the organization issuing the social media early warning message does make use of other symbols or seeks to include more information within the message, it is recommended that at least the two main visual features, namely the upside down triangular frame and the red safety colour, are kept for all messages that require immediate action of the recipient.

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