



ROLE OF SOCIAL MEDIA IN NATURAL DISASTER MANAGEMENT

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ABSTRACT

*The social media platforms serve various purposes including natural disaster management. A good deal of interest has been aroused in modern society on the role of social media as instruments of natural disaster management. Social networks operate under an autonomous business model, in which a social network's members serve dual roles as both the suppliers and the consumers of content. The social media are commonly viewed as part of the overall Web 2.0 revolution that aimed to enhance participatory communication in times of peace and disasters. The major characteristics of social media include **user-based, interactive, community-driven, relationships building means and emotional security for the users.** The social networks operate on many levels, from families up to the level of nations. Social media can create opportunities for two-way dialogue and interaction among organizations, the public, and individuals. The extensive reach of social networks allows people who are recovering from disasters to rapidly connect with needed resources. Practically, all the conventional communications generally stop functioning in times of natural disasters but social media or networking services stay active. Governments around the world are now making greater use of online and social media as a platform for communication and engagement with their citizens, in order to deliver better services and enhance citizen participation in policy deliberation in times of disasters. The social media have played an integral role in disaster management and relief efforts for people affected by natural calamities. The social media had become an integral part of disaster response, filling the void in areas that didn't have any cell network. Social media platforms like Google, Twitter and Face book promptly launched helpful services during the natural calamities in India in the recent times.*

KEYWORDS: Social Media, Social Network, **Disaster Management**, Natural Disasters,