Citizenship and Advocacy in Technical Communication

Scholarly and Pedagogical Perspectives
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Chapter 12
An intercultural analysis of social media advocacy in disaster response
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Abstract

In this chapter, the authors' analysis is to better understand how social media in intercultural technical communication has begun to expand beyond US organizations. They argue that important cultural differences in terms of the modes of advocacy and the visibility of social media advocacy persist. In the United States, social media platforms are important and widespread parts of daily life. In US, both governmental and non-governmental agencies participated on six platforms: Facebook, Twitter, YouTube, LinkedIn, Instagram, and Pinterest. Business interactions may now occur via social media and cross-traditional office-level boundaries. The element of social media in business practices brings concerns about the inability to control communication and adequately prepare employees to manage online interactions. Social media platforms allow direct interactions and information sharing between agencies and affected citizens, and between agencies and other groups working within disaster-affected areas. It changes organizational structure and business hierarchy by changing who is considered a co-worker.