| **STN** | **Bezpečnosť a odolnosť**
Manažérstvo nebezpečenstva
Pokyny na používanie sociálnych médií
v núdzových situáciách
(ISO 22329: 2021) | **STN**
EN ISO 22329

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Security and resilience - Emergency management - Guidelines for the use of social media in emergencies (ISO 22329:2021)

Táto norma obsahuje anglickú verziu európskej normy.
This standard includes the English version of the European Standard.

Táto norma bola oznámená vo Vestníku ÚNMS SR č. 07/25

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EUROPEAN STANDARD

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English Version

Security and resilience - Emergency management - Guidelines for the use of social media in emergencies (ISO 22329:2021)

Sécurité et résilience - Gestion des situations d'urgence - Lignes directrices relatives à l'utilisation des réseaux sociaux dans les situations d'urgence (ISO 22329:2021)

Sicherheit und Resilienz - Gefahrenabwehr - Leitfaden für die Nutzung sozialer Medien im Gefahrenabwehrmanagement (ISO 22329:2021)

This European Standard was approved by CEN on 11 May 2025.

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EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

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European foreword

The text of ISO 22329:2021 has been prepared by Technical Committee ISO/TC 292 "Security and resilience" of the International Organization for Standardization (ISO) and has been taken over as EN ISO 22329:2025 by Technical Committee CEN/TC 391 "Societal and Citizen Security" the secretariat of which is held by AFNOR.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2025, and conflicting national standards shall be withdrawn at the latest by November 2025.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN shall not be held responsible for identifying any or all such patent rights.

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Endorsement notice

The text of ISO 22329:2021 has been approved by CEN as EN ISO 22329:2025 without any modification.

INTERNATIONAL STANDARD

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Security and resilience — Emergency management — Guidelines for the use of social media in emergencies

Sécurité et résilience — Gestion des situations d'urgence — Lignes directrices relatives à l'utilisation des réseaux sociaux dans les situations d'urgence

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ISO 22329:2021(E)

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 292, *Security and resilience*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

Having effective communication among organizations and with the public are important aspects of emergency management. The emergence of social media, in addition to other media such as television, radio, and newspapers, has provided more communication options and enhanced communication capability, but it has also made communication more challenging.

It is important that organizations recognize their potential benefits and threats inherent when using social media in their communication strategy, including crisis communication. Social media can improve situational awareness and communication capability and help citizens support each other during an emergency or crisis. Social media can also spread inaccurate information regarding an incident and the response to an incident. Organizations that have the capability to monitor and use social media can take advantage of the potential benefits and counteract the potential negative consequences that can arise from social media.

This document provides guidance on how social media can be integrated into communication in emergency management.

INTERNATIONAL STANDARD   ISO 22329:2021(E)

Security and resilience — Emergency management — Guidelines for the use of social media in emergencies

1 Scope

This document gives guidance on the use of social media in emergency management. It gives guidance on how organizations 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.

This document is applicable to governmental and non-governmental organizations involved in emergency management and crisis communication.

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.

ISO 22300, *Security and resilience — Vocabulary*

koniec náhľadu – text ďalej pokračuje v platenej verzii STN