

## Clear Path X - Social Media Drill

April 14, 2022; 10am-2pm ET

On April 14, 2022, the Clear Path X Exercise Series will host a Social Media Drill. This virtual, interactive exercise will offer participants the opportunity, through a simulated social media tool, to work with industry and government partners and practice delivering credible and actionable messaging to inform the public during a catastrophic incident.

### Training Dates:

- Player Inbrief/Training Session: Tuesday, April 12, 2022, from 1pm-2pm ET
- Drill Conduct: Thursday, April 14, 2022, from 10am-2pm ET

**Recommended Participants:** Operations and management-level public affairs personnel who would be responsible for coordinating public information and utilizing social media during a catastrophic incident. Participation is open and recommended to:

- Federal, state, and local emergency management and energy offices
- Public and private sector energy providers from electricity, oil, and natural gas
- Industry trade associations/mutual aid network coordinators

### Training Goals and Objectives:

- **Core Capability:** Public Information and Warning
- **Objective:** Develop and distribute accurate and timely public information messaging through social media platforms in response to a multi-region incident

### How to Participate:

1. Register for the drill no later than March 15, 2022 at: [https://ess.ascentra.com/Registration/Clear\\_Path\\_X\\_Social\\_Media\\_Drill/index.cfm](https://ess.ascentra.com/Registration/Clear_Path_X_Social_Media_Drill/index.cfm)  
Registration is required so that players can be issued their exercise credentials to access the social media simulation system and virtual conference (Zoom) platform.
2. Prior to the exercise, players will receive instructions for accessing Zoom and the social media simulation system through email.
3. On April 12, 2022, log into Zoom beginning at 12:45 am ET for a short player briefing and orientation to the Social Media Simulation Tool.
4. On April 14, 2022, log into Zoom and Social Media Simulator by 9:45 AM ET. Once the drill begins, respond to the simulated social media messages as you would during a real incident, using the provided simulated social media accounts.
5. You will have the ability to coordinate your messages and discuss messaging strategy with other players through designated Zoom channels.
6. Upon conclusion of the drill at 1:30pm ET, participate in a debrief to discuss strengths and areas for improvement.

If you have any questions about this exercise or Clear Path X, please contact us at [Exercises@hq.doe.gov](mailto:Exercises@hq.doe.gov)