

Lori Lawson is a Digital Engagement Specialist with the U.S. Department of State Bureau of Consular Affairs. Lori specializes in crisis communication, online customer service, and communicating social media metrics in easy-to-understand formats. During large international crises, her messages routinely reach millions of social media users across Facebook and Twitter. She recently shared her crisis communications expertise during a short term detail to assist FEMA's hurricane recovery efforts in Puerto Rico. She uses lessons from her hands-on experience with the Bureau's social media accounts to advise U.S. Embassies and Consulates worldwide on how to effectively engage with the public online.