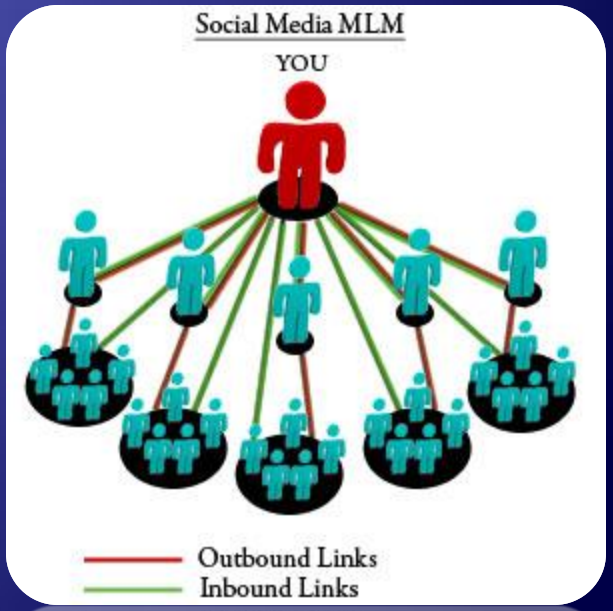
SOCIAL MEDIA: THE FIRE SERVICE'S NEXT BIG INNOVATION

Lt. Rhett Fleitz

Roanoke (VA) Fire-EMS Department

What is Social Media

- Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.
- Social Media is free!



Old Media vs. New Media

Social Media in the Fire Service

- Utilization the fire service
- Unknowns…
- Age
- Experiences
- Knowledge
- Technology
- Culture

Silvia Flores / The Press-Enterprise. Battalion Chief Todd Williams demonstrates a mobile data computer in one of the engines at a station in Perris.

Objectives

- Learn about social media
- Learn what social mediums are available
- Create a social media presence
- Develop your network and interact with others.

Social Mediums

- Email
- Blog/ Web Site
- Facebook
- Twitter
- LinkedIn
- Video
- Photo
- Podcasting
- Teleconferencing
- File Sharing

Email

- GMail is the way to go
- Having multiple email accounts is not necessary but can assist in organization

Blog/Web Site

- Your hub
- Initially, blogging software was for personal web logs (blogs)
- Now the CMS framework that blogs were built on power some of the most popular web sites in the world.
- Logged entries, commenting systems, plugins, widgets, .php coding, integration with other social mediums.
- **RSS** – web feed formats used to publish frequently updated works—such as blog entries or news headlines—in a standardized format.
- Free through blogspot.com, wordpress.com

Facebook

- The virtual neighborhood where anyone can be your friend, neighbor, fan.
- Bonus - Not Anonymous!
- Share links, tips, news, information
- Drive traffic to your web site
- Network with others
- Free

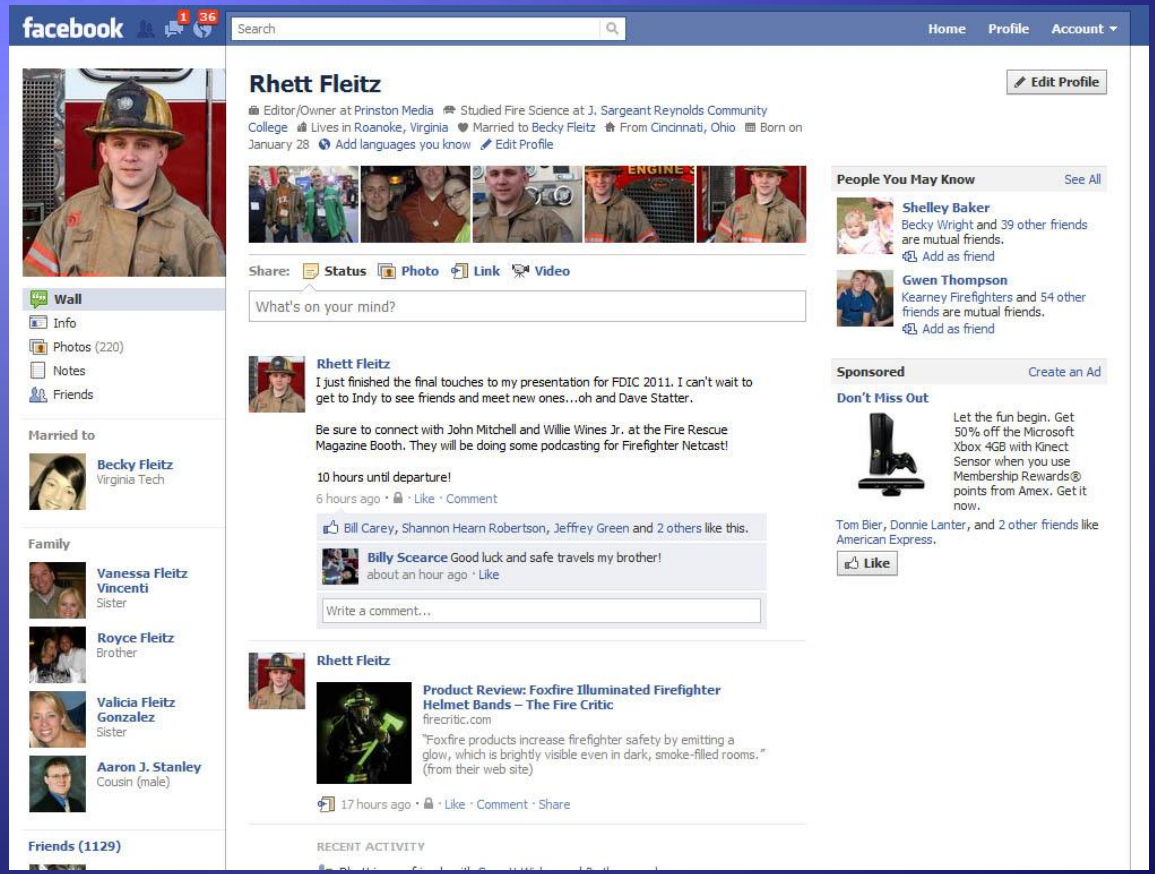
Facebook

- Personal Account
- Group Page
- Event Page
- Fan Page

Personal Facebook Profile

- An individual's own account for networking with others, sharing photos, status updates…etc.
- News feed on each users profile page is a conglomerate of people and pages they friend/follow.
- Myspace?
- 5,000 friend limit

Facebook Profile



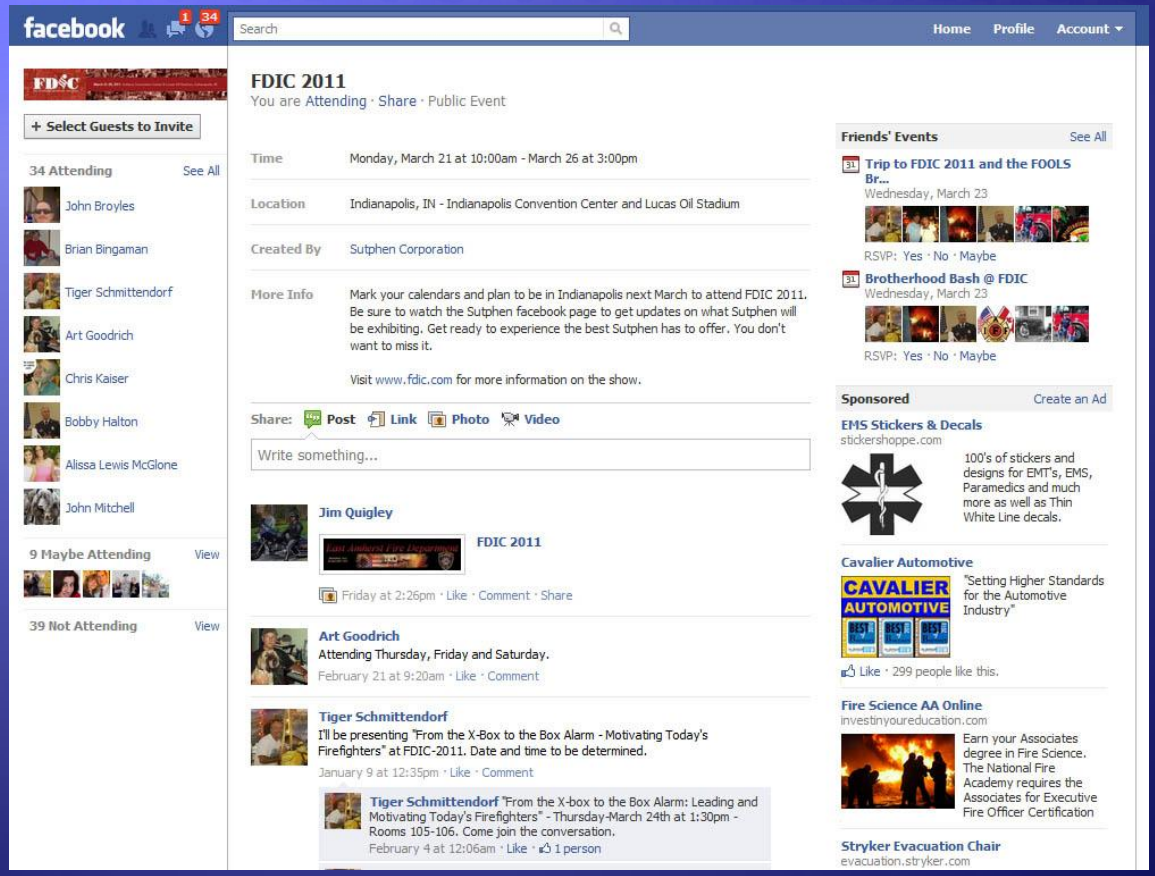
Facebook Group

- Groups are great for organizing on a personal level and for smaller scale interaction around a cause
- Most groups have been changed over to fan pages

Facebook Event Page

- Share an event, invite others, and see who is coming and who isn't coming.
- Promote your event
  - Training
  - Public Education
  - Memorial Events

FDIC Event page (unofficial)

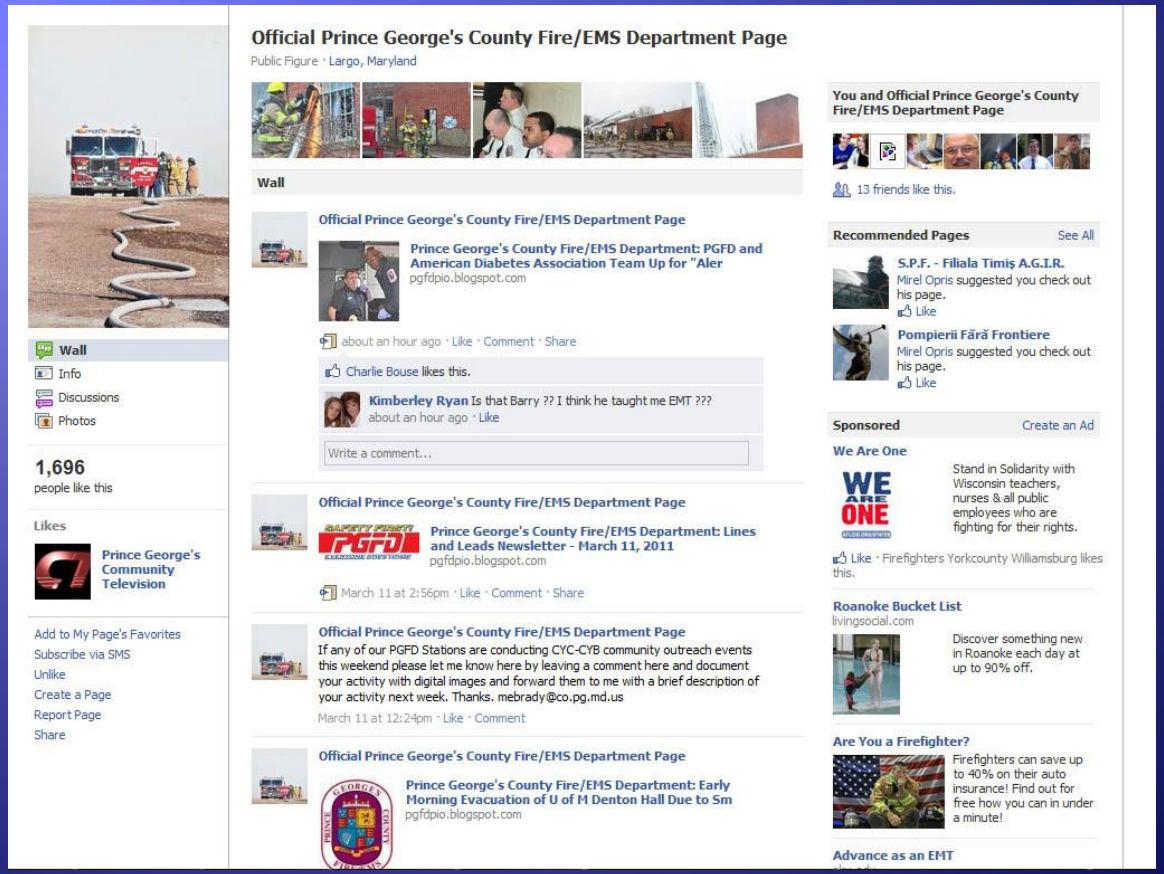


FDIC Facebook Page (official)

Facebook Fan Page

- Pages are better for brands, businesses, bands, movies, or celebrities who want to interact with their fans or customers without having them connected to a personal account, and have a need to exceed Facebook's 5,000 friend cap.

PG County FD Facebook Page



Facebook Applications

- Networked Blogs – Auto-post blog articles to your facebook fan page
- Widgets for your blog/web site
- Smartphone applications

Twitter

- Microblogging
- 140 characters or less
- Clear and Concise
- URL shorteners
- Follow others, get followers
- Exponential propagation of your message via retweet
- #Hashtag
- Free

LAFD Twitter page

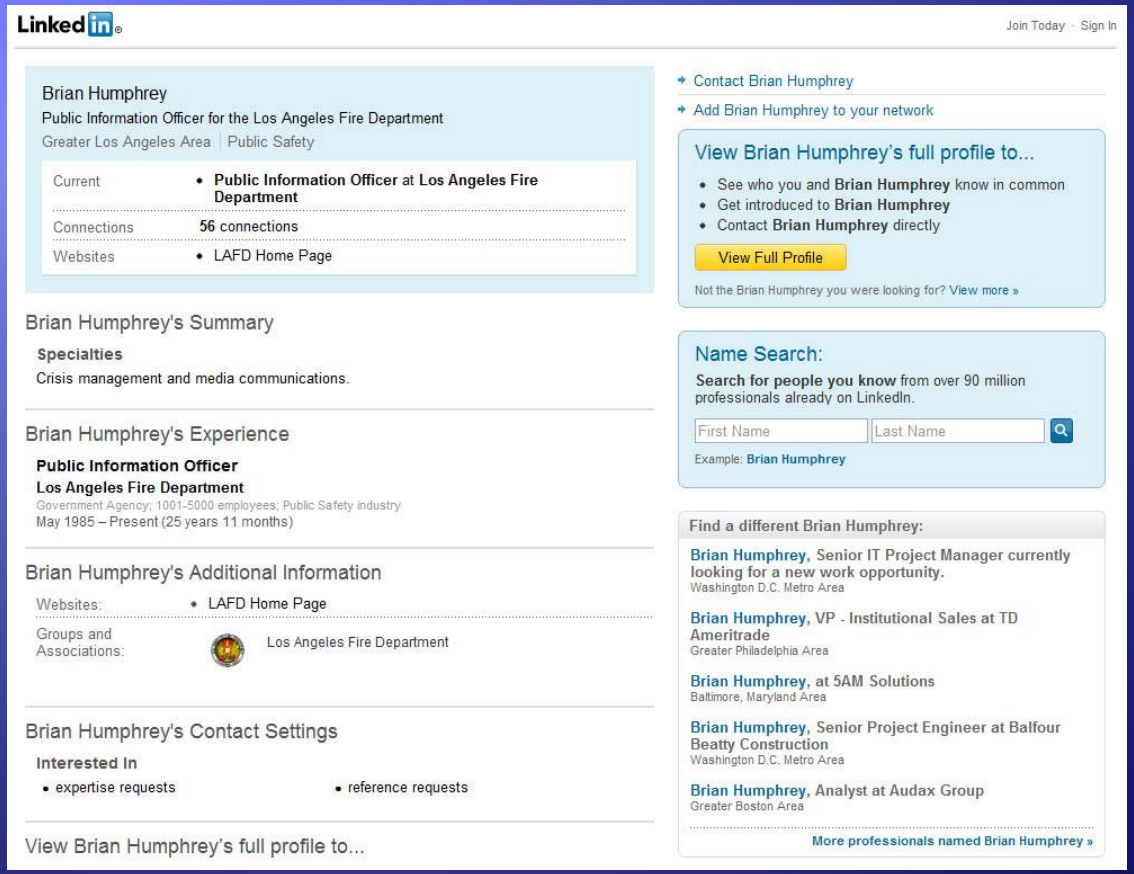
Twitter Applications

- Tweetdeck
- Twitterfeed
- Hootesuite
- Smartphone applications

Linkedin

- Linkedin - Facebook for Professionals.
- Networking….Employment, similar goals.
- Follow, get followed, spread your message and network with others.
- Free

LAFD PIO Linkedin Page



LinkedIn

Join Today · Sign In

Brian Humphrey

Public Information Officer for the Los Angeles Fire Department

Greater Los Angeles Area | Public Safety

Current	• **Public Information Officer** at **Los Angeles Fire Department**
Connections	**56** connections
Websites	• LAFD Home Page

Brian Humphrey's Summary

Specialties

Crisis management and media communications.

Brian Humphrey's Experience

Public Information Officer

Los Angeles Fire Department

Government Agency; 1001-5000 employees; Public Safety industry

May 1985 – Present (25 years 11 months)

Brian Humphrey's Additional Information

Websites:	• LAFD Home Page
Groups and Associations:	Los Angeles Fire Department

Brian Humphrey's Contact Settings

Interested In

- expertise requests
- reference requests

View Brian Humphrey's full profile to...

- Contact Brian Humphrey
- Add Brian Humphrey to your network

View Brian Humphrey's full profile to...

- See who you and **Brian Humphrey** know in common
- Get introduced to **Brian Humphrey**
- Contact **Brian Humphrey** directly

View Full Profile

Not the Brian Humphrey you were looking for? View more »

Name Search:

Search for people you know from over 90 million professionals already on LinkedIn.

First Name | Last Name

Example: **Brian Humphrey**

Find a different Brian Humphrey:

Brian Humphrey, Senior IT Project Manager currently looking for a new work opportunity.
Washington D.C. Metro Area

Brian Humphrey, VP - Institutional Sales at TD Ameritrade
Greater Philadelphia Area

Brian Humphrey, at 5AM Solutions
Baltimore, Maryland Area

Brian Humphrey, Senior Project Engineer at Balfour Beatty Construction
Washington D.C. Metro Area

Brian Humphrey, Analyst at Audax Group
Greater Boston Area

More professionals named Brian Humphrey »

Video

- Video sharing via internet
- Audio and Visual captures attention
- Youtube, Vimeo, Liveleak, Ustream
- Comments, likes, shares, embeddable
- Most are Free

"Video is King"

Photo Sharing

- Flickr
  - Copyrighted/ Creative commons
  - Embeddable
  - Commenting, view count
  - Many uses…incidents, public education events, training, apparatus
  - Free up to 200 photos

Charlotte Fire Flickr Page

flickr from YAHOO!

You aren't signed in Sign In Help

Home The Tour Sign Up Explore Upload

Search charlottefire's photostream Search

Slideshow

charlottefire's photostream

Sets Galleries Tags People Archives Favorites Profile

2nd Alarm Condo Fire 2.22.2011

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Springfield Rd House Fire 02.03.2011

Podcasting

- Audio recorded and shared via internet
- Many options for recording podcasts
- Blog Talk Radio, TalkShoe (live software)
- Record and post on blog
- Downloadable via itunes
- Audacity (Audacity.com)

Firefighter Netcast

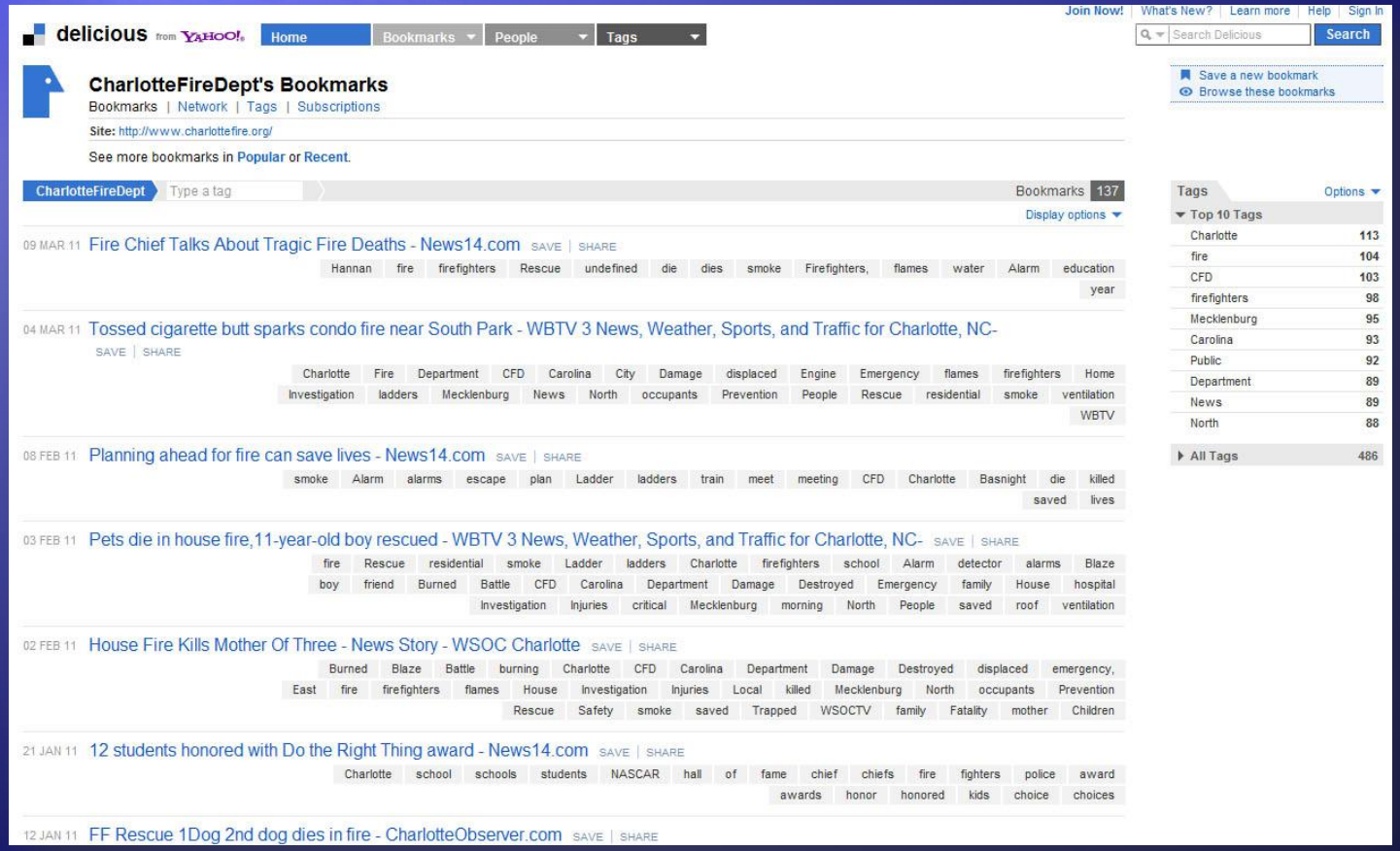
Teleconferencing

- Skype – online video phone/ conference calls
- Free Skype to Skype calling
- Inexpensive membership for calling phones
- Go To Meetings (gotomeetings.com)
- Administer an idea on someone else's computer

File Sharing With Social Media

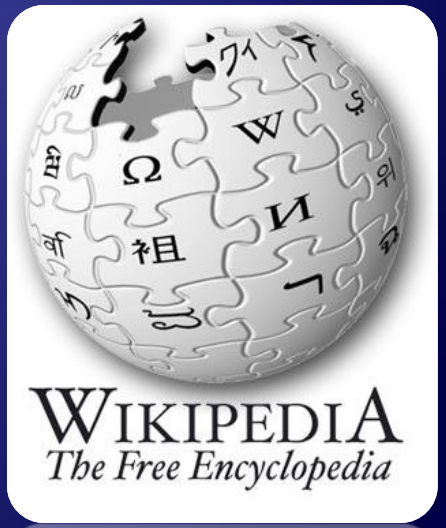
- Many departments use a common hard drive space available while at work
- **Google Docs** – file sharing
- **Dropbox** – online shared folder between computers/users
- **Bookmarking** – Delicious, Digg, Tumblr, Stumbleupon

Charlotte FD Delicious Bookmarks



Wiki

- A web site that allows collaboration, editing, and interlinked web pages
- Uses a simplified markup language or a WYSIWYG text editor
- Community web site
- Corporate intranets
- Knowledge Databases



Message Boards/Chat Rooms

- Anonymous
- Message Boards and Chatrooms
- Firehouse.com Forums
- The WatchDesk.

That was What is Social Media

Now: Why do we use Social Media

Why Use Social Media?

- Communication
- Make your PIO's Job more efficient
- Training
- Emergencies
- Fire Prevention
- Recruitment and Retention
- Branding – Showing yourself off

Communication

- Share news and information
- Easily Provide Information to News Media
- Social Interaction
- Keeping Citizens informed
- Feedback

Communication

- The days of waiting to catch up on current events by watching the evening news at 5, 6 and 10 p.m. are long gone. We live in a 24/7 world where anyone with a cell phone camera can capture your story, your mistake or your embarrassing moment and send it out to the entire world, if they so choose. You owe it to your organization and your employees to know the benefits, as well as the risks, involved with social media.

  - Michelle DeCrane is the public information and marketing manager for the Austin Fire Department.
- *Link:* http://www.firefighternation.com/profiles/blogs/social-media-sogs-every

Cincinnati

- For the most part, the Cincinnati fire department could benefit greatly from implementing a social media policy. Informing local firefighters how off-duty actions could result in social media fodder should be among the first things taught for such a program.
- …the Cincinnati fire department could leverage many of the most popular social media tools to connect with the community…
- Points to Facebook, Twitter, and even foursquare and gowalla.

Continue reading: Cincinnati fire department can benefit from social media - Cincinnati Social Media | Examiner.com

Efficiency For PIO's

- Before social media = phone calls fielded from everyone about news and information
- After social media = published information is accessible by the people who are looking for it
- They find it through networking. Make sure they know about it via business cards, web site, email

Jeff Bressler – The Fire PIO

- The Fire PIO
- Above all, remember the word 'social' in social media and social networking. It is nearly impossible to remove personality and opinion from social media involvement – nor should that be your goal. But with a little controlled messaging and a few basic guidelines, you can create an environment that fosters growth through social media without risking embarrassment or worse from a member or employee.

Training

- Document Sharing
- Lessons Learned – Close Calls
- Training Tidbits
- Class Dates and information
- New Technology
- New Equipment

Emergencies

- Warning System
- Information sharing
- News and Updates during incidents, emergencies, catastrophic events
- Haiti Earthquake
- Japan Earthquake and Tsunami

Social Media and Emergency Response

Sources: twitter, igloo, American Red Cross, Congressional Management Foundation, editorswebblog.org

500

There are currently over 500 Emergency Management Group Pages on Facebook

Benefits social media provides in emergency notification

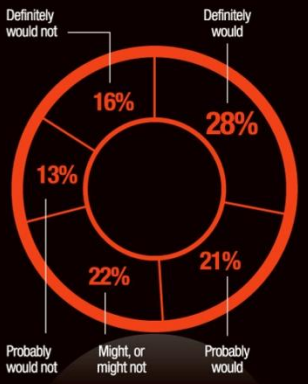
- Viral messages are repeated again and again
- Opportunity for multiple "credible" spokespeople
- Ability to measure sentiment
- Intel gathering
- Ongoing contact, which can improve preparedness prior to a crisis

INFOGRAPHIC: WWW.BORGESBENICO.COM

69%

agree that emergency response agencies should regularly motor their websites and social media sites do they can respond promptly

In an area-wide emergency, how likely would you be to use social media channels to let your friends and family know you are safe?



If someone you knew needed urgent help in an area-wide emergency, would you try to request help in any of the following ways?

Would you sign up for alerts for these emergencies?

Threats and challenges present in social media

- Some channels limit the length of message, leading to the possibility of incomplete information
- Gaining followers before a crisis
- Potential for network overload during a crisis as networks are being upgraded - Users are in charge on social media
- Once message is released, it can be manipulated

Social Media Use in Emergencies

Twitter users on the ground sent out vital information about the Mumbai Terrorist Attacks, including emergency phone numbers and the location of hospitals that needed blood donations

The Australian Country Fire Authority used Twitter to send out information on the fires, how to donate money and blood, and where to seek emergency help

Red River was cresting at record flood levels in ND and MN. 2,600 people were getting updates delivered on the Federal Emergency Management Agency s (FEMA) Twitter

The Food and Drug Administration (FDA) recalled salmonella-tainted pistachios products. 3,000 people found out through the agencys Twitter feed

FEMA's tweets informs followers of the locations of Red Cross shelters and how to care for pets during the crisis

Dramatic scenes the US Airways plane that crashed into the Hudson River were first seen on social networking site Twitter

When a gunman opened fire in the Soldier Readiness Center of Fort Hood Hood, TX , Twitter was able to provide news and updates to the public and Soldiers around the world

Emergency Management Groups on Facebook

Information Systems for Crises Response and Management (ISCRAM)
Arkansas Tech University Department of Emergency Administration and Management
Emergency Awareness at the University of Maryland
FSU Emergency Management
Michigan Emergency Management
Mississippi Emergency Management Agency
Braintree Emergency Management Agency
Utah Emergency Management
NYC Emergency Management

Emergency Agencies on Twitter

1,244,357 CDC Emergency

254,056 American Red Cross

112,604 FDArecalls

90,855 NIH

52,759 U. S. Army

28,282 FEMA

Fire Prevention & Education

- Recalls
- Important Dates
- Safety Tips
- Events
  - Car seat installations
  - Smoke detector installations
  - Change batteries
  - Chimney inspections
  - Pumping out flooded basements

Recruitment and Retention

- Hiring Notification
  - Job Listings
  - Volunteer Firefighter classes
- Recruiting New Members/Applicants
- Retention
  - Benefits of volunteering
- FDLivein.com
- Tiger Schmittendorf
  - FireRecruiter.com

Search: firefighter

How to Get Hired by Any Fire Department in the Country: You have always wanted to become a firefighter but you m... http://bit.ly/fFlZt3

SEOupdates1, [+] Sun 10 Apr 19:24 via twitterfeed

Firefighter gives kitten survivor fresh oxygen http://bit.ly/gDlzjZ

nonosky, [+] Sun 10 Apr 19:18 via web

@LAFDtalk How I can be a Firefighter in LAFD? thanks

Bocaao, [+] Sun 10 Apr 19:18 via web

@LAFDFIRECHIEF How I can be a firefighter in LAFD? Thanks

Bocaao, [+] Sun 10 Apr 19:17 via web

@Obsidianwing Ähnlich wie die Firefighter in den USA

totallytrash, [+] Sun 10 Apr 19:11 via TweetDeck

Support firefighters with this Firefighter Apron http://tinyurl.com/3qmgyuq at Bonanza.

brieanna_s, [+] Sun 10 Apr 19:07 via Bonanzle Teleporter

John Cornthwait

I don't have a fire extinguisher in my house--and before I move in, I'd like to fix that--but don't know what kind to buy, or where to even buy one. Any suggestions?

April 12 at 11:45am · Like · Comment

Roanoke FireEMS Department The best type of fire extinguisher to buy would be an A,B, C type....that would put out a trash fire, grease fire or electrical fire. You can find a fire extinguisher to suit your needs at any home store or other types of big box retail stores. Hope this helps & thanks for the question! Congrats on the move!

April 12 at 4:19pm · Like

John Cornthwait Great info, thanks!

April 12 at 4:41pm · Like

Write a comment...

Susan Meador Smith

Hello, We wanted to use our firepit this weekend for a cookout and wondered if we are under a fire ban in Rke. City? Thanks :)

April 6 at 12:22pm · Like · Comment

Roanoke FireEMS Department Hi Ms. Smith. There is no open burning allowed in the City - however, firepits are allowed as long as you burn dry, seasoned firewood. Does that answer your question? If not, please call our Fire Marshal's Office at (540)853-2795. Enjoy your weekend!

April 6 at 4:56pm · Like · 2 people

Susan Meador Smith Thank you so much for all you do to keep our valley safe!!

April 6 at 6:04pm · Like · 1 person

Roanoke FireEMS Department Thanks, Susan!

April 7 at 8:20am · Like

Write a comment...

Portland Uses Youtube as Hiring Tool

- http://www.youtube.com/watch?v=9IagoQ4hLBE&feature=mfu_in_order&list=UL

Branding

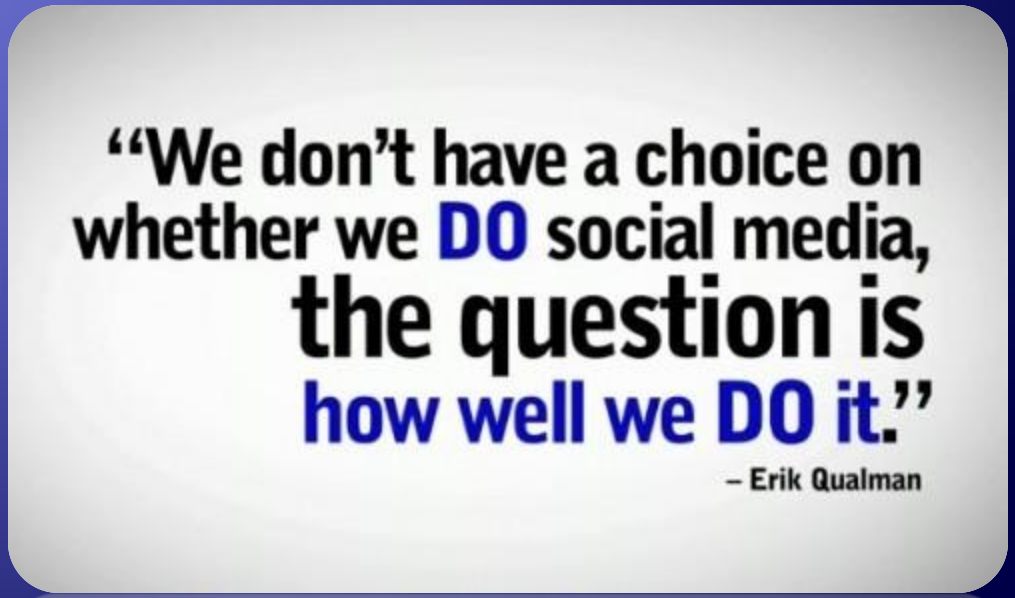
- Brand your department, mission, vision
- Make your department accessible
- Sell yourselves
- Attract attention
- Stand out among others

That was: Why do we use Social Media

Now: Who uses Social Media & When do they use it

Who Uses Social Media?

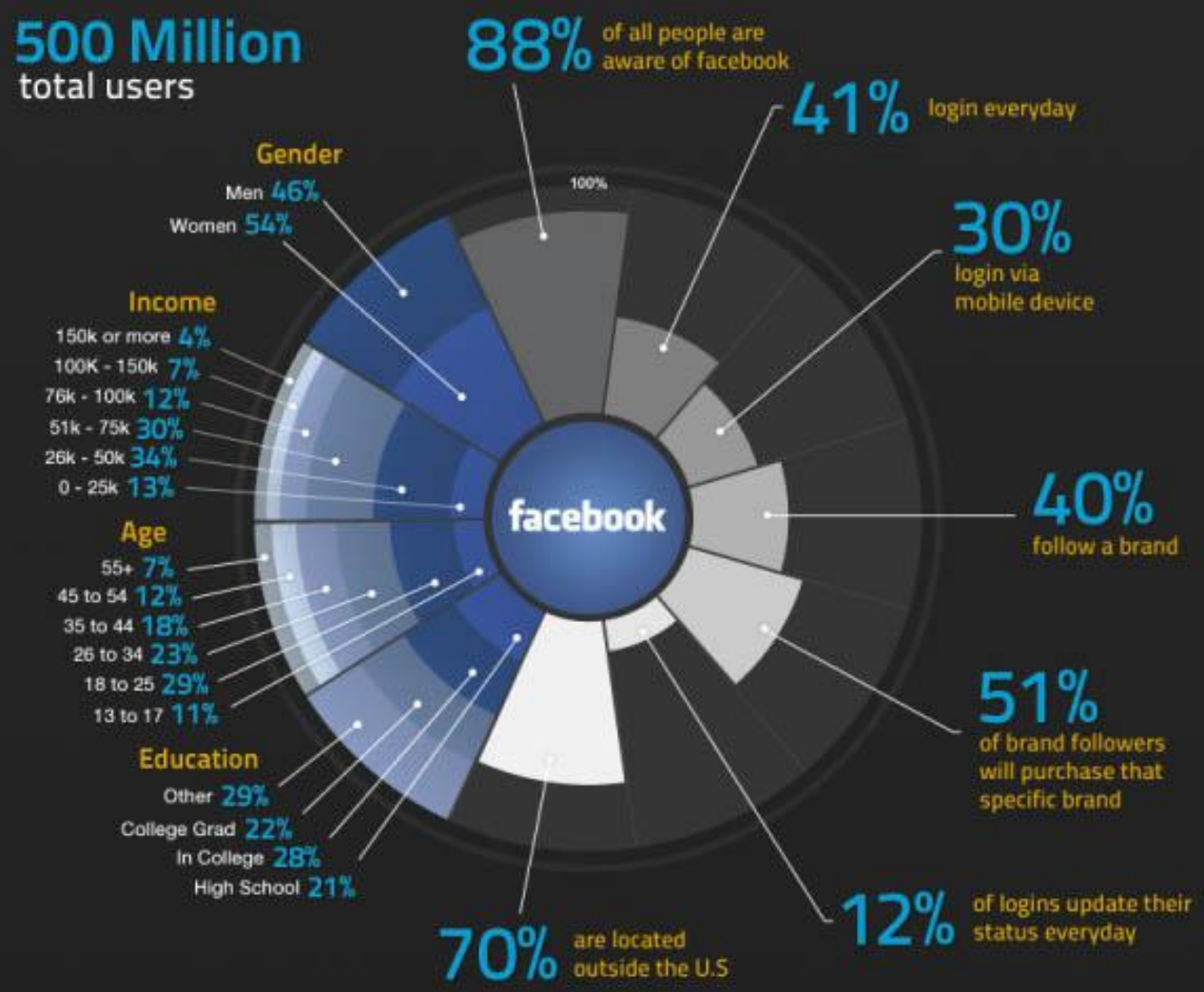
- Fire Chiefs/Company Officers/FF's & EMT's
- PIO's
- The public
- Companies
- Organizations



Social Media Revolution

facebook vs. twitter

a breakdown of 2010 social demographics



All stats are based in U.S. unless specified otherwise.

brought to you by digitalsurgeons

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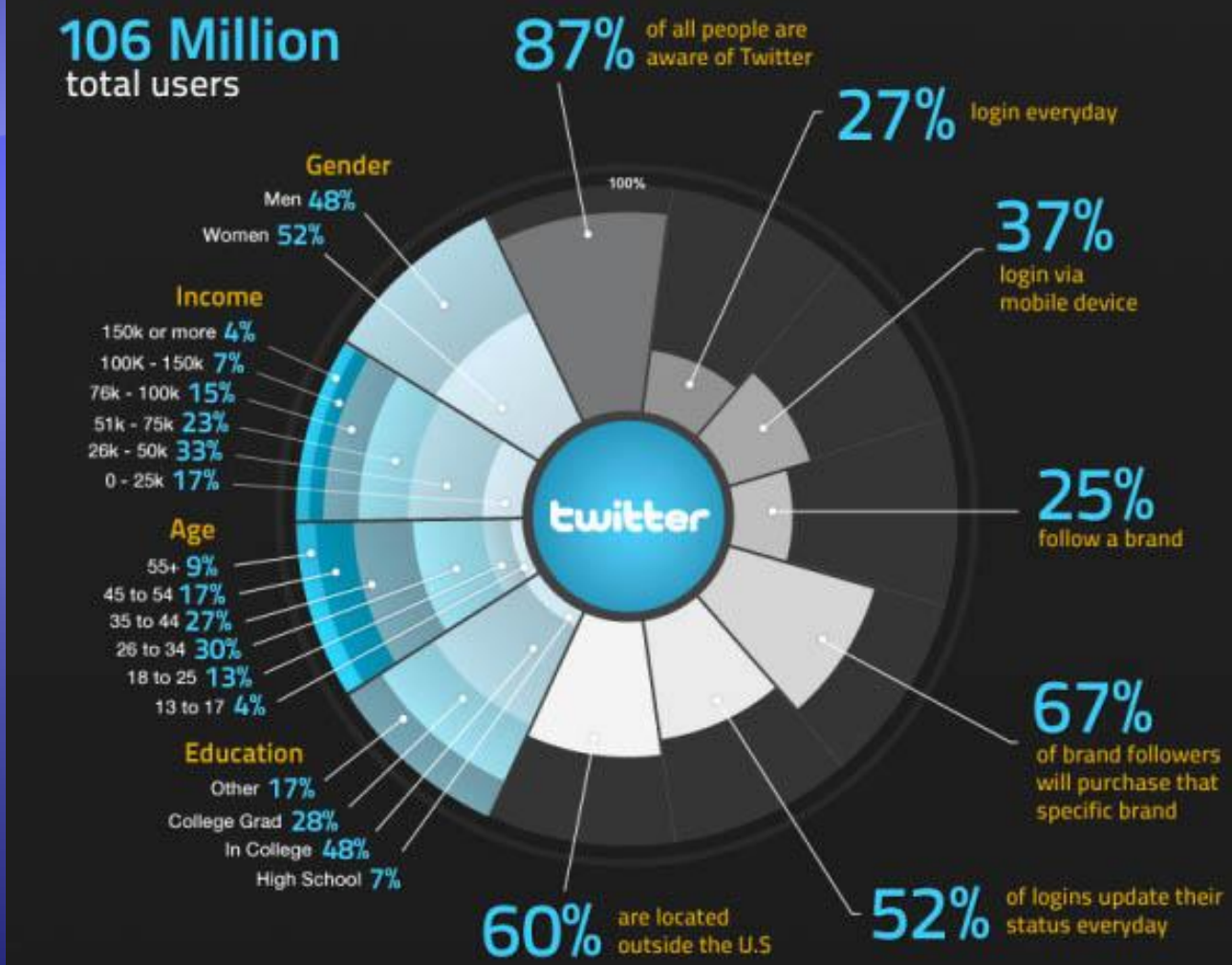

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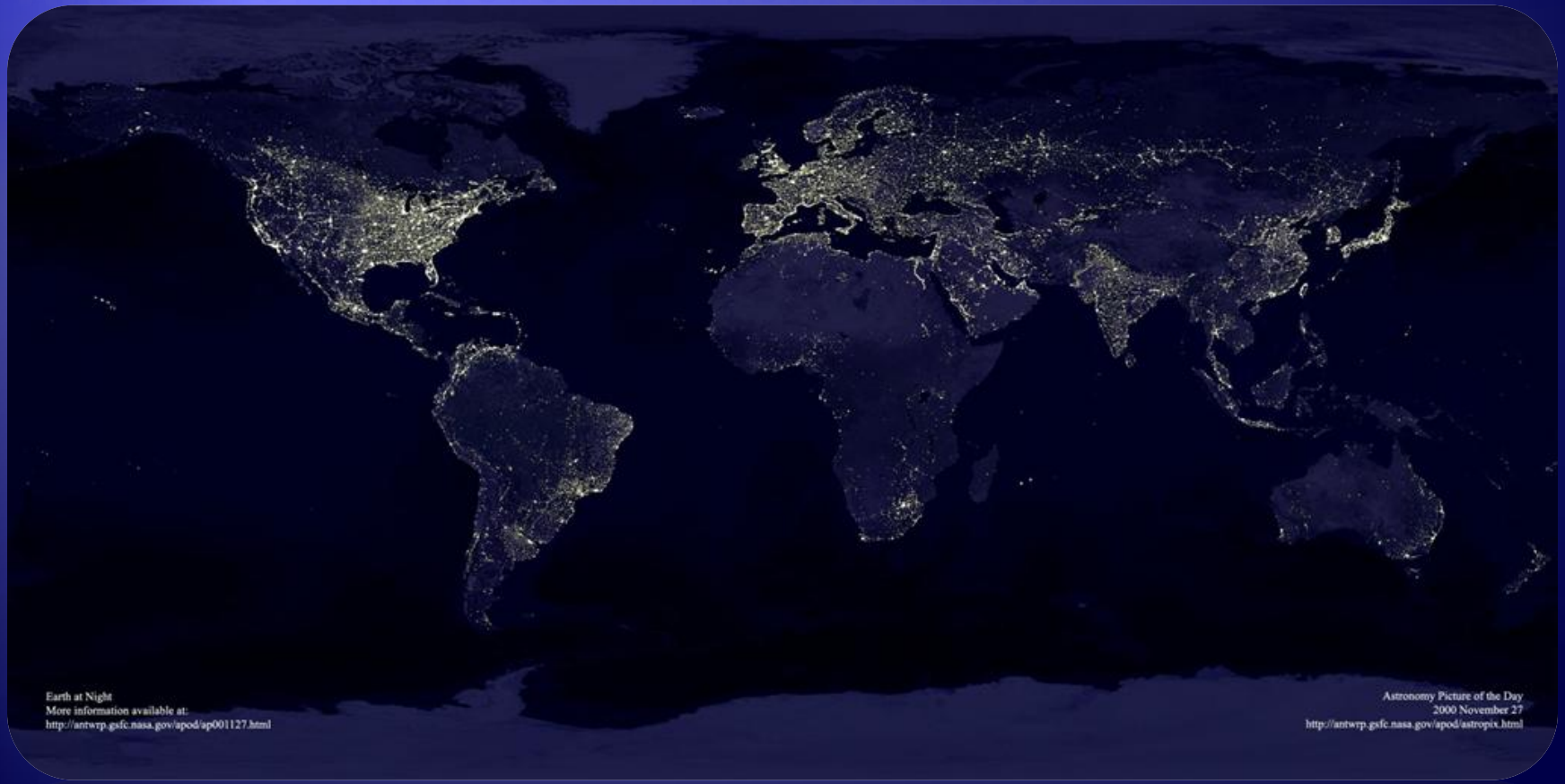
When is Social Media Utilized?

- People are consistently interacting via social media.

World Wide Audience

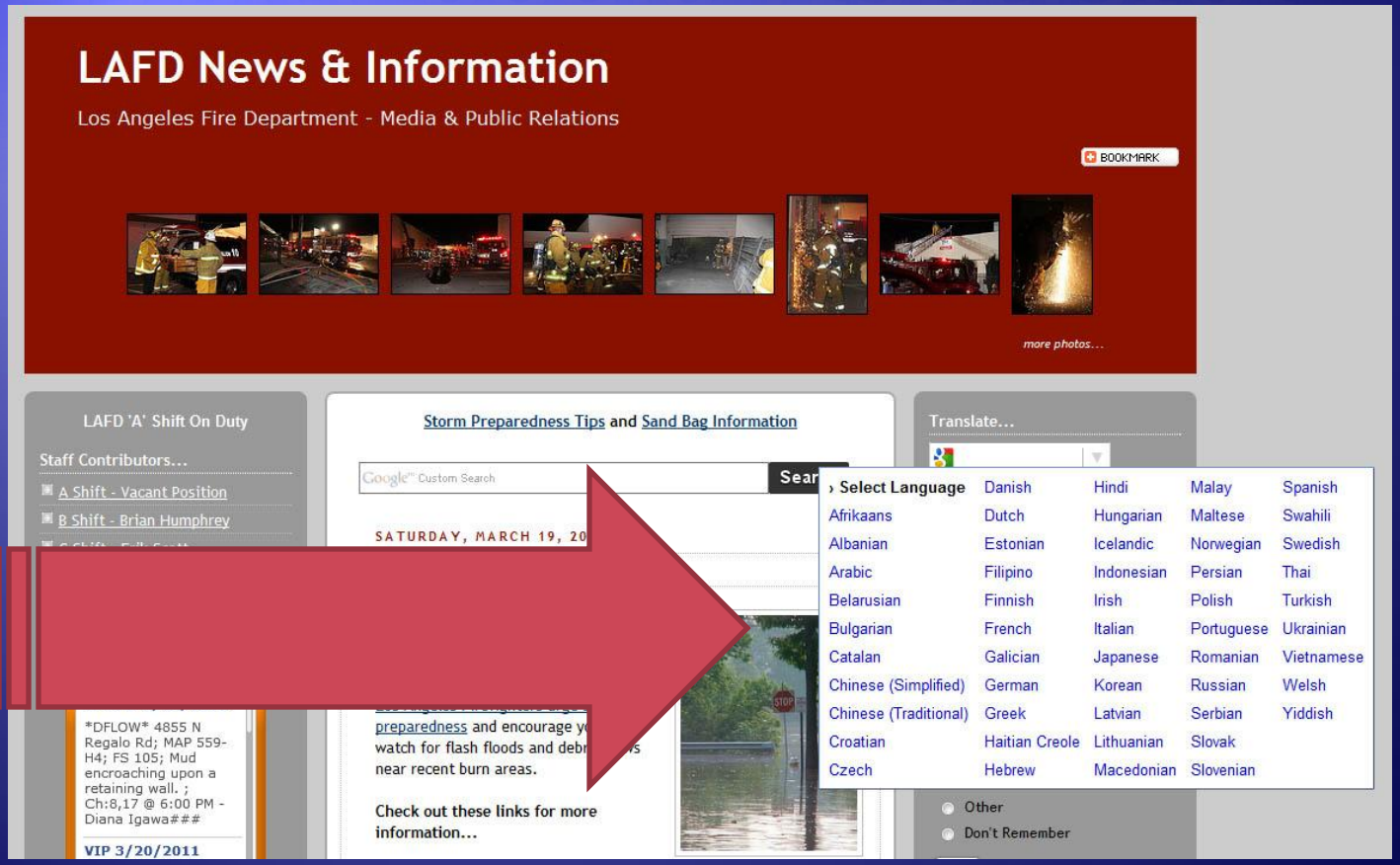


World Wide Audience

Google Translator

- Great tool for users who utilize a different language than English
- Users from other Countries
- Users in your area as well!
- http://translate.google.com/translate_tools

LAFD w/ Google Translator



That was: Who uses Social Media & When do they use it

Now: Creating A Social Media Presence

Creating a Social Media Presence

- Define your purpose, goals, and roles
- Research
- Create a Timeline
- Define your SOP's
- Create Accounts
- Create Content

Define your Purpose

- What is the purpose of your Social Media Presence
- Define goals
- Who will administer the accounts
- Who will oversee the accounts

- Examples: Fire Prevention, Incidents, Events, Public Information, Citizen Awareness

Research

- Two main forms of research:
  - Searching for information
  - Networking with others
- Find out about the mediums
  - Medium/Application homepage, blog, forums
- What are others using and why
- What aren't others using and why

Timeline

- Plan implementation of various mediums
- Rome wasn't built in a day
- What works for someone else might not work for you
- Define what you will use and in what order

Define your SOP's

- Most departments feed off of their localities Social Media Policies
- Seattle, Washington
  - http://www.seattle.gov/pan/SocialMediaPolicy.htm

Guide to Social Media Policy

- **Purpose of this policy**
  The purpose of this policy is to extend gainful employment for the employee or volunteer status for the volunteer. Improper usage of this policy could hamper the longevity of your career and/or volunteering service.
- Social Media usage comes with a lot of responsibility. The proper usage may be beneficial to the user (employee) and the department. However, improper usage can have instant and long term damage to the perception of the department and the user.
- Social Media use is encouraged to proliferate the positive message of the department.

Guide to Social Media Policy

- **Golden Rule of Social Media**
  If you would not say it in front of your mother, boss, and/or priest do not say it or write it.
- **Social Media**
  Social media is content created by individuals using technologies through the Internet. Examples of social media include Facebook, blogs (a shortened term for web log), MySpace, RSS, YouTube, FourSquare, Twitter, LinkedIn, Delicious, Flickr, etc.

Guide to Social Media Policy

- **Potentially Damaging Usage of Social Media**
  a. Profane language or content
  b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
  c. Sexual content or links to sexual content
  d. Conduct or encouragement of illegal activity
  e. Information that may tend to compromise the safety or security of the public or public systems
  f. Content that violates a legal ownership interest of any other party
  g. Images and/or video from incidents which have not been cleared for usage by the department
  h. Images and/or video of patients, bystanders, and first responders

Guide to Social Media Policy

- **Usage While on Duty**
  Employees may utilize social media while on duty while adhering to personnel operating policies. Employees may not use social media while responding as a first responder or in the view of the public.

Guide to Social Media Policy

- **Photography and Videography**
  The use of cameras (still and video) should not interfere with your role as a first responder.
- **Information Dissemination**
  It is the role of the Public Information Officer (PIO) to disseminate information to the press and public. No employee shall be allowed to disseminate information to the press or public without expressed consent by the Fire/EMS Chief.

Guide to Social Media Policy

- **Summary**
  Follow the Golden Rule, respect others, and do not let Social Media usage hamper your role as a first responder.
- Link: http://firecritic.com/2010/11/the-fire-critics-school-of-hard-knocks-policy-on-social-media/

DOES YOUR DEPTARTMENT HAVE A POLICY?

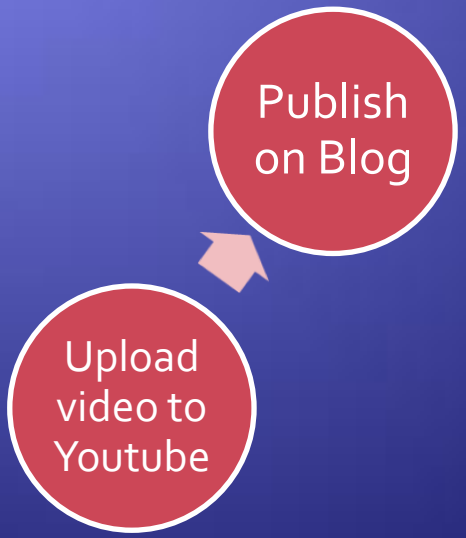
Create Accounts

- Gmail is key here
- Google Analytics, Feedburner, Blogspot,
- Blogging – Define URL
  - Example: woodenladdersandironfiremen.com shortened to ironfiremen.com
- Twitter – define short username
- Sign up with the applications

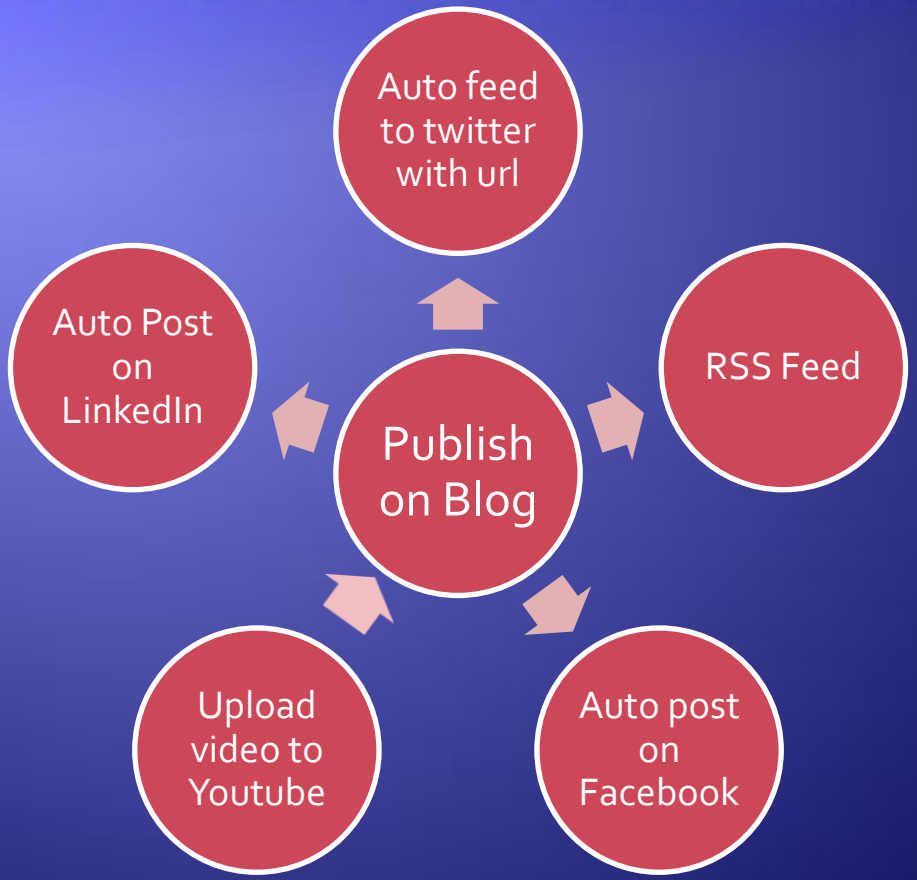
Create Content

- Depending on your purpose and goals
- Content might come directly from the Chief
- Publish the content
- Be clear, concise, and truthful
- Try to stay ahead of the game!

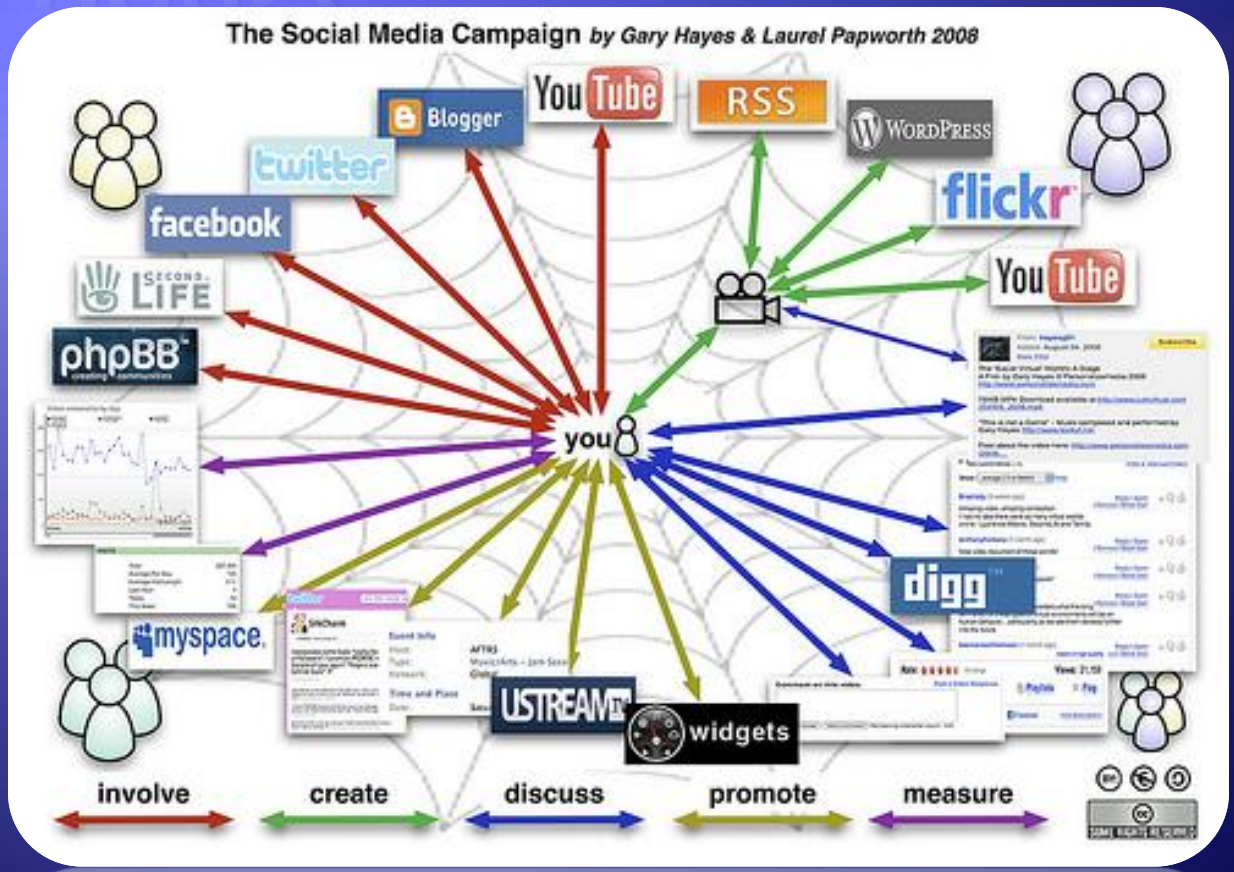
Full Assault on Social Media



Full Assault on Social Media



Questions?


The Social Media Campaign by Gary Hayes & Laurel Papworth 2008
Blogger
YouTube
RSS
WordPress
twitter
facebook
flickr
Second Life
YouTube
phpBB
you
digg
myspace
UStream
widgets
involve
create
discuss
promote
measure

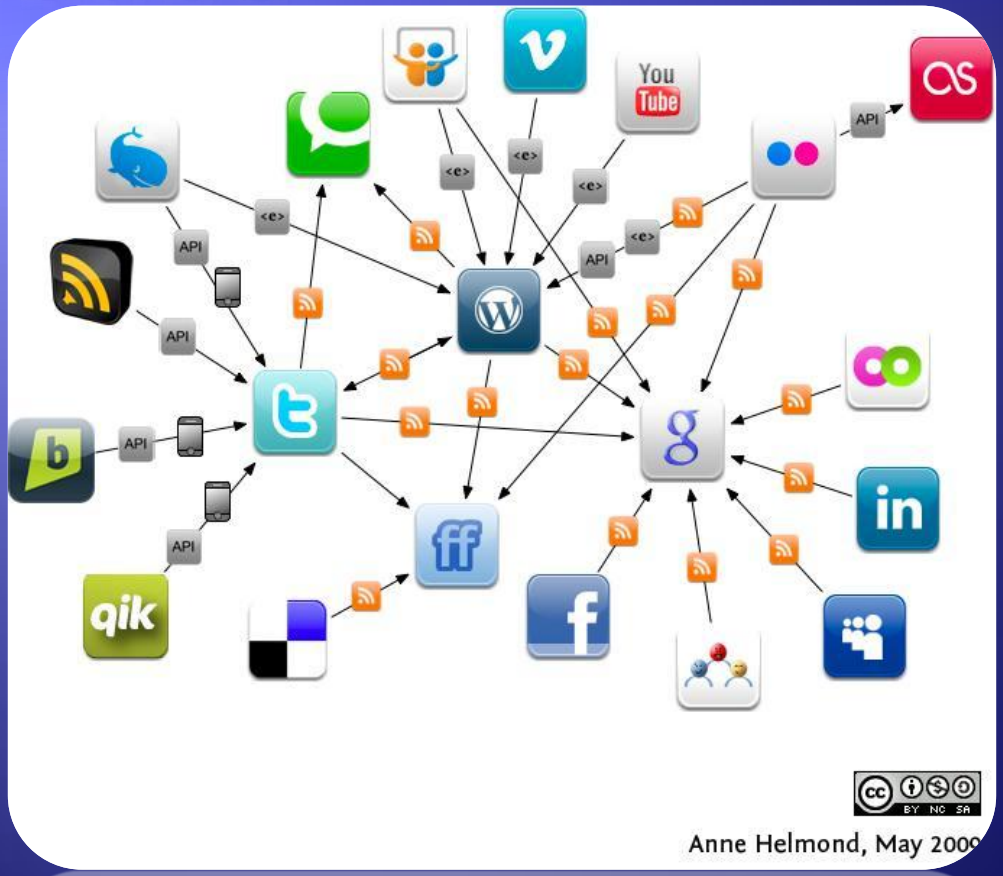
That was: Creating A Social Media Presence

Now: Networking

Network

- Getting it in Motion
- Make your content accessible
- Make connections
- Follow, share, notify

Networking



Uh oh…

Why is it so Taboo?

- Georgia Accident Victim Photos
- Homicide pictures on FB
- EMT Fired over FB Post
- Bourne Firefighter Fired over FB posts
- NC FF Fired over Video
- Niagara Falls Fire Chief

Examples of Social Media Use In the Fire Service

- LAFD News and information Blog
- Charlotte Fire Blog
- High Point, NC Skype conference calls

LAFD News & Information Blog

LAFD News & Information Blog

- http://LAFD.blogspot.com
- Run by Brian Humphrey, Devin Gales, and Erik Scott.
- They utilize: Blog, Facebook, Twitter, Email News Alerts, RSS Feed, Google Translate, plenty of bookmarking/sharing options.

Charlotte Fire Blog

Charlotte Fire Blog

- http://www.charlottefiredept.blogspot.com/
- Run by: Mark Basnight and Rob Brisley
- They utilize: Blog, Facebook, Twitter, Youtube, Blog Talk Radio, News Alerts via Email, RSS Feed, FriendFeed, Google Groups, MyBlogLog, Delicious, Flickr, Google Translate, plenty of bookmarking/sharing options.

Skype

- High Point, NC Fire Chief administers Skype conference calls with ALL stations to speak with the Company Officer's to disseminate information and allow feedback.
- Time savings, units in service!

Examples of Social Media FOR the Fire Service

- Leading Fire Service Web Sites
  - Firehouse.com
  - FireEngineering.com
  - FirefighterNation.com
- State Fire News Web Sites
- Fire Service Blogs
  - STATter911.com
  - FireGeezer.com
  - FirefighterCloseCalls.com

Online Tools

- Social Media and Networking!
- PIO Social Media Training
  - http://piosocialmediatraining.com/
- PIO Blog
  - http://thefirepio.com/
- IAFC
  - http://iafc.org

IAFC on Social Media

- http://www.iafc.org/displayindustryarticle.cfm?articlenbr=45790
- *IAFC On Scene: February 15, 2011*
- IAFC members have a new tool in their efforts to harness the power of social media for their departments: a model Fire and EMS Department Social Media Policy. The IAFC created this members-only resource in response to feedback from fire and emergency service leaders looking to establish department policies that recognize both the benefits and dangers of social media in public service.
- The document was compiled by incorporating model policies from departments around the country, as well as current legal and regulatory issues and media reports. With the input of IAFC members who have already established policies, the document addresses many of the issues departments are currently facing in the field.

IAFC on Social Media

- However, as social media is a rapidly changing and highly personal medium and as jurisdictions may have different legal and regulatory considerations, the policy is not all encompassing. The model policy is a tool—not a template—for chiefs to employ when establishing their own local policies. As with any model policy, fire and emergency service leaders are urged not to copy the policy verbatim, but to use it as a framework to think though the specific needs of their departments and communities.
- The IAFC recommends that its members review the model policy and implement a social media policy of their own if they haven't done so already.

Checklist

- Understand Social Media
- Why use Social Media
- Who uses Social Media and When
- Creating a Social Media Presence
- Network
- What to look out for

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