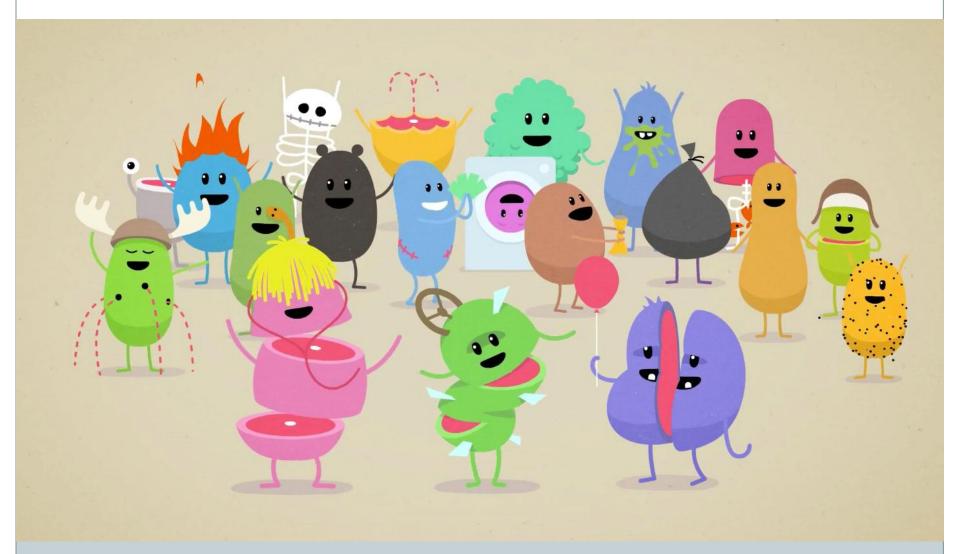
Social Media – Strategic Plans for Emergency Communications



<u>Dumb Ways To Die</u>

Social Media

• My experience...

Facebook



Government Organization Info & discussion of wildfire status and risk, Alberta firebans, etc.



₾ 30,680







About - Suggest an Edit

Photos

Likes

FAQ

Videos

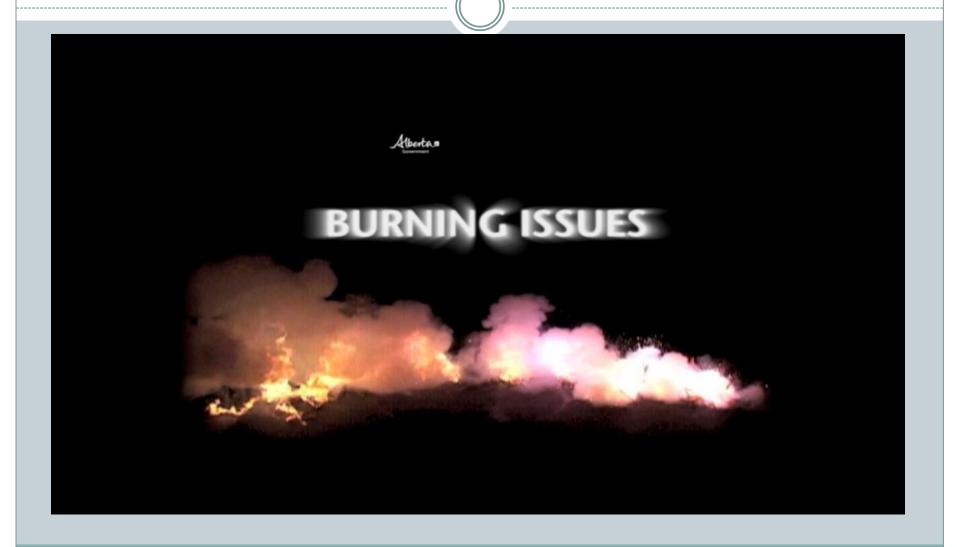
Twitter



What are we posting?

- Wildfire information
- Prevention messaging

Ask a wildland firefighter



Wednesday's Wildfire Word



Wednesday's wildfire word is fire finder. Lookouts have a view range up to 40 km away, or the distance from downtown Edmonton to Stony Plain. A fire finder is a tool that helps a lookout observer find a wildfire's location, and sometimes the angle.



Unlike · Comment · Share

🖒 37 🖵 4 🕝 1



Alberta Wildfire Info

August 7 🔅

Wednesday's wildfire word is chainsaw! A chainsaw is a portable mechanical saw usually powered by fuel. ESRD firefighters use chainsaws to remove unsafe trees and brush. Here's a photo of one of our firefighters using a chainsaw to remove a tree from a bridge in High River.



Like · Comment · Share

₼ 39 🖵 5

Why should you use social media?





Make it visual

SOCIAL MEDIA SCHEDULE 2013

PROJECT/EVENT	FACEBOOK/TWITTER POSTS	This schedule is an outline of posts to be made on the Alberta Wildfire Info Facebook page and Twitter account. Please note that emergency communications
ORGANIZER	SARA SHIER	will preempt scheduled posts.

PROJECT	STARTING
BEGINNING/END OF FIRE SEASON	2.15.2013
SOAKIT, STIRIT, SOAKIT	3.5.2013
РНОТО	3.6.2013
EMAIL UPDATE	3.15.2013
LINK TO STATUS MAP	3.11.2013
310-FIRE	3.21.2013
BLOG/NEWS LINK	3.22.2013

PROJECT	STARTING
FIRESMART	3.26.2013
CALL TO ACTION	4.1.2013
VIDEO	3.25.2013
LINK TO FIRE BAN	3.28.2013
LONG WEEKEND	5.16.2013

JANUARY FEBRUARY											М	AR(H					AF	PRIL	-					M	ΑY						JUNE									
5	М	Т	W	Т	F	S	5	M	Т	W	Т	F	5	5	М	Т	W	Т	F	S	S	М	Т	W	Т	F	S	S	М	Т	W	Т	F	S	S	М	Т	W	Т	F	5
		1	2	3	4	5						1	2						1	2		1	2	3	4	5	6				1	2	3	4							1
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29
														31																_					30		_		_		
Jl	JLY						Αl	JGl	JST					SE	РТ	EMI	BER				0	СТС	BE	R				N	OVE	MB	ER				DE	CE	MBI	ER			
5	М	Т	W	Т	F	5	5	М	Т	W	Т	F	5	5	М	Т	W	Т	F	5	5	М	Т	W	Т	F	5	5	М	Т	W	Т	F	5	5	М	Т	W	Т	F	5
	1	2	3	4	5	6					1	2	3	1	2	3	4	5	6	7			1	2	3	4	5						1	2	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28	29	30	31	29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

Build your strategy

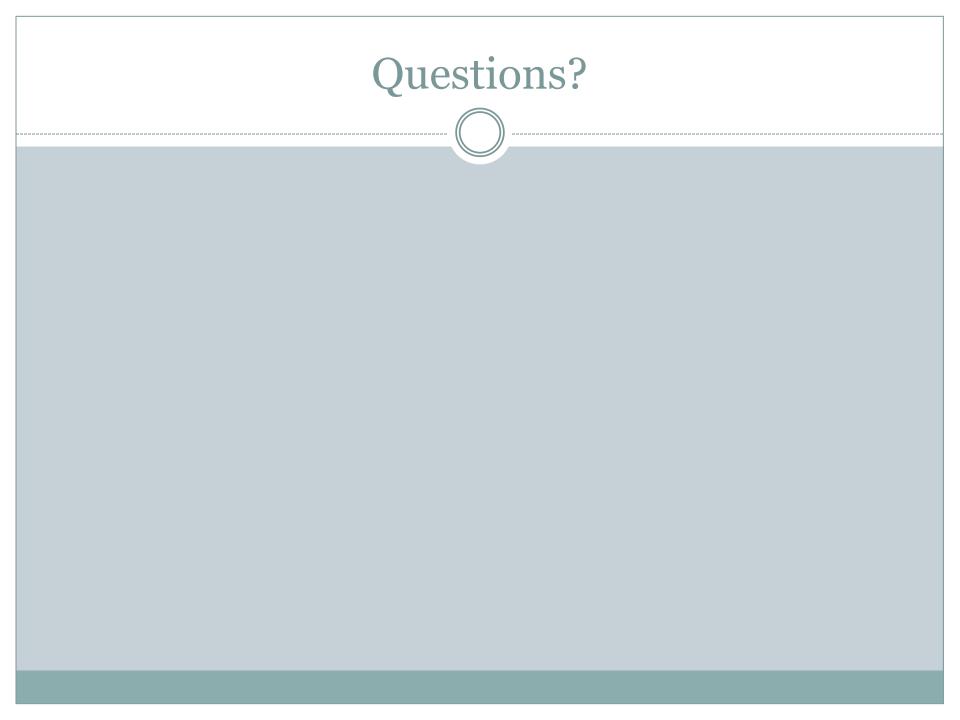


Solihull Police @SolihullPolice

19h

Not a scam: If you've committed a burglary in the Solihull area within the last week - come to our police station & claim a FREE iPad.

Expand



Workshop Activity

- A factory in your town has caught on fire Several residences and businesses have been evacuated and firefighters are on scene. Smoke is drifting low in the community and is causing poor visibility on the road.
- A truck has crashed and caused a gas line to break close to a major highway and the surrounding area must be evacuated. The evacuees are to go to the recreation centre and check in. A detour route has been established and motorists should expect slow traffic.

