

SPREADS LIKE WILDFIRE

Social media & B.C. wildfire communications

In 10 minutes



- Who we are
- What we've learned
- Tricks & tips

Our Team



- Government Communications & Public Engagement
- Wildfire Management Branch: Ministry of Forests, Lands and Natural Resource Operations

Key components



- [BC Forest Fire Info](#) on Facebook
 - More than 13,500 followers
- [BCGovFireInfo](#) on Twitter
- [BCForestFireInfo.gov.bc.ca](#)
 - One-stop shop for all government wildfire info
 - Links back to Facebook, Twitter Feed, YouTube

The bottomline



- Reaching more people, with more relevant and timely information than ever before.

Successes



“...a lack of timely, accurate information contributed to anxiety, tension and fear.” – *2003 Filmon Review*

- Instant and reliable information
- Rumour busting
- Community self-policing

Challenges



- Significant staff time
- Responsiveness limited to available information
- Need to adopt better technology

When there are no fires...



- Public education
 - Prevention and outreach
- Program awareness
 - Wildland Firefighter Bootcamp
- Project work

Top three tips



- Be responsive
 - Social media is about conversation
- Video, video, video
 - Say it with pictures
- Just do it!
 - Plan, but don't over-think

Over to you...

- Comments?
- Questions?