



# **STANDING OUT IN A SOCIAL WORLD**

**2021 Fire Prevention Institute**

Jasper Stenstrom



## Create post

 **Graham Fire & Rescue** is at **Campbell's Resort on Lake Chelan**

 Public

Learning the importance of standing out in our social world at [#FPI2021](#)



**Add to your post**    

**Boost Post**  Get more people to see and engage with your post. You'll choose settings after you click Post.

 Access more publishing options and get more insights on your posts' performance in [Creator Studio](#).

**Post**

# KEY DISCUSSION POINTS

- Social Media Team Synergy
- Why Social Media
- Social Media Stats
- Branding
- Building Your Tribe
- Verification, Impersonation, and Trolls
- Content Creation
- Media Relations
- Reporting

# BRIEF HISTORY

## How We Started

- 2014** The Graham Fire & Rescue's Facebook page was created, but lacked intention and direction.
- 2019** I was put on light duty and was tasked with building the Graham Fire & Rescue brand.
- 2020** Graham Fire & Rescue hired a Community Outreach Officer - putting an increase emphasis on the importance of engaging with our community.



# SYNERGY

- Communication
- Content Planning
- Sharing resources
  - Shared notepad, Shared album, Google Drive, DropBox
- Sharing the workload
  - Divide tasks by skillsets and passions



***A properly thought out and implemented social media strategy can far outweigh the effects of a TV ad, billboard, or newspaper ad that costs the department thousands of dollars.***



# EXCUSES & HURDLES

- It takes too much time to learn
- It's too hard to get content
- I don't have enough time to properly manage it
- My leadership doesn't support it

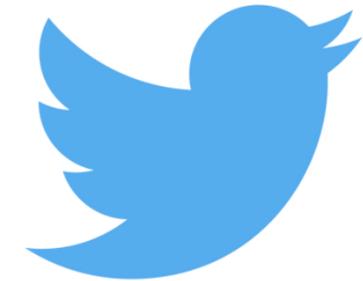
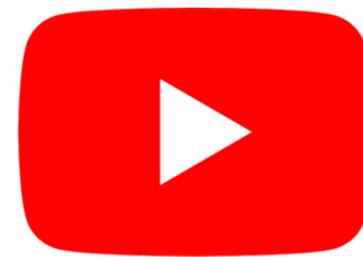
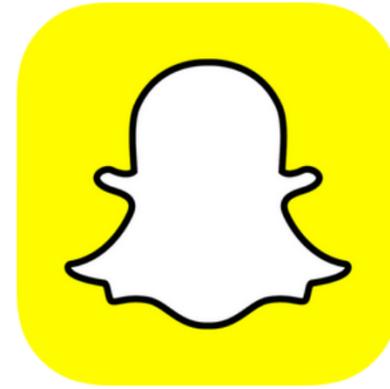


# THE WHY

- You're a leader in the community you serve.
- Your employees expect you to be an advocate for them.
- The public expects transparency and the ability to engage with public agencies.
- The more we talk about our business, the better positioned we are with community stakeholders.
- We have the responsibility to educate our communities about the services we provide.



# Social Media Stats



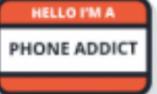
# Numbers Don't Lie

## Americans Cell Phone Usage and Addictive Habits

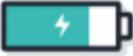
 **80%** of Americans say they check their phones within the first **10 minutes of waking up.**

 **83%** of Americans feel uneasy leaving their phone **at home.**

 **40%** use or look at their phone **while driving.**

 **48%** consider themselves **addicted to their phones.**

 **52%** say that they have **never** gone longer than 24 hours without their cell phone.

 **54%** of people say they **panic** when their cell phone battery goes below 20%.

 **47%** use or look at their phone **on a date.**

 **67%** have texted someone in the **same room** as them before.

 **70%** use their phone on the **toilet.**

 **62%** **sleep** with their phone at night.

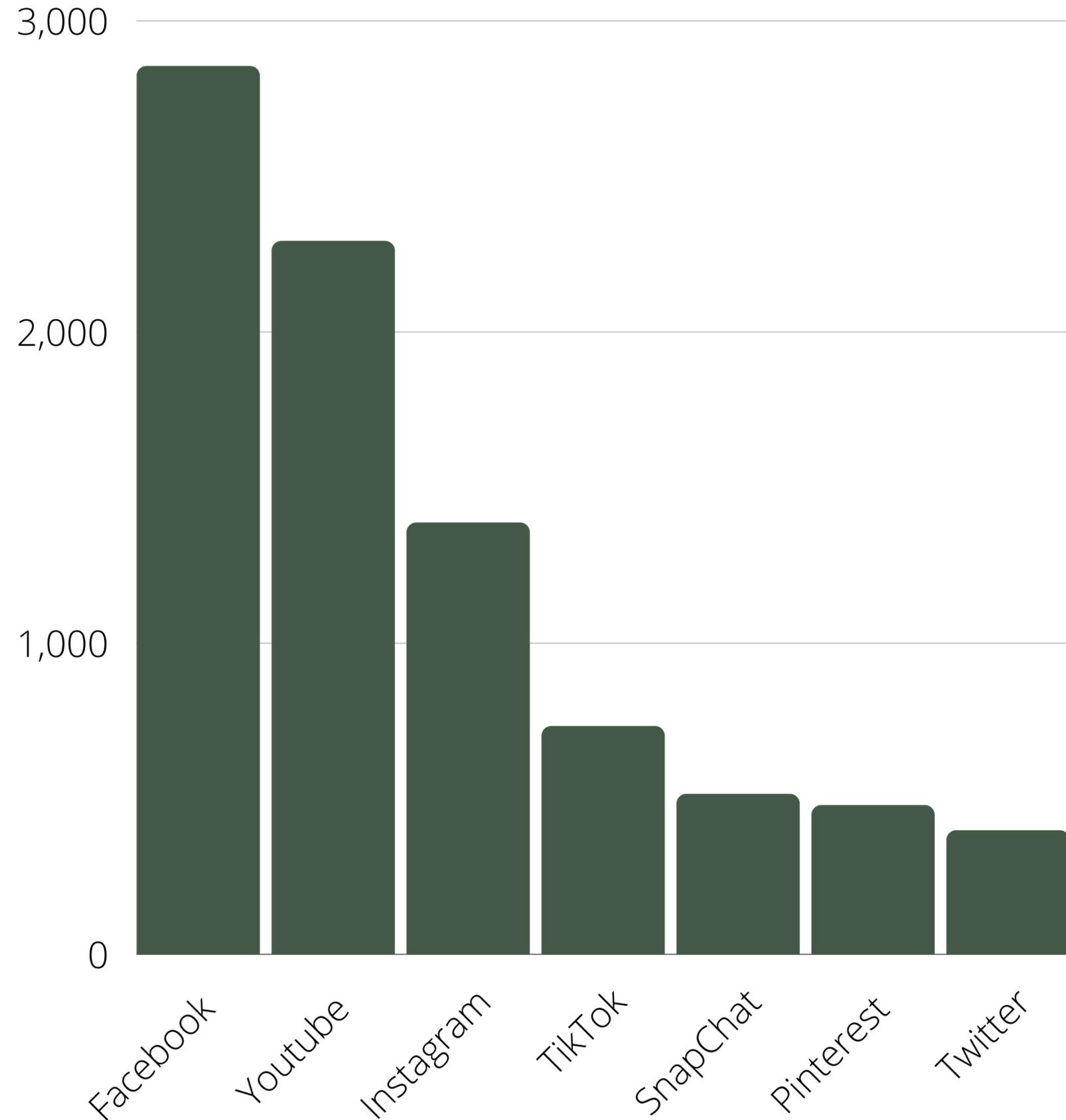
 **43%** say that their phone is their **most valuable possession.**

 On average, Americans check their phones **262 times per day** (that's once every 5.5 minutes).

# Social Media Usage

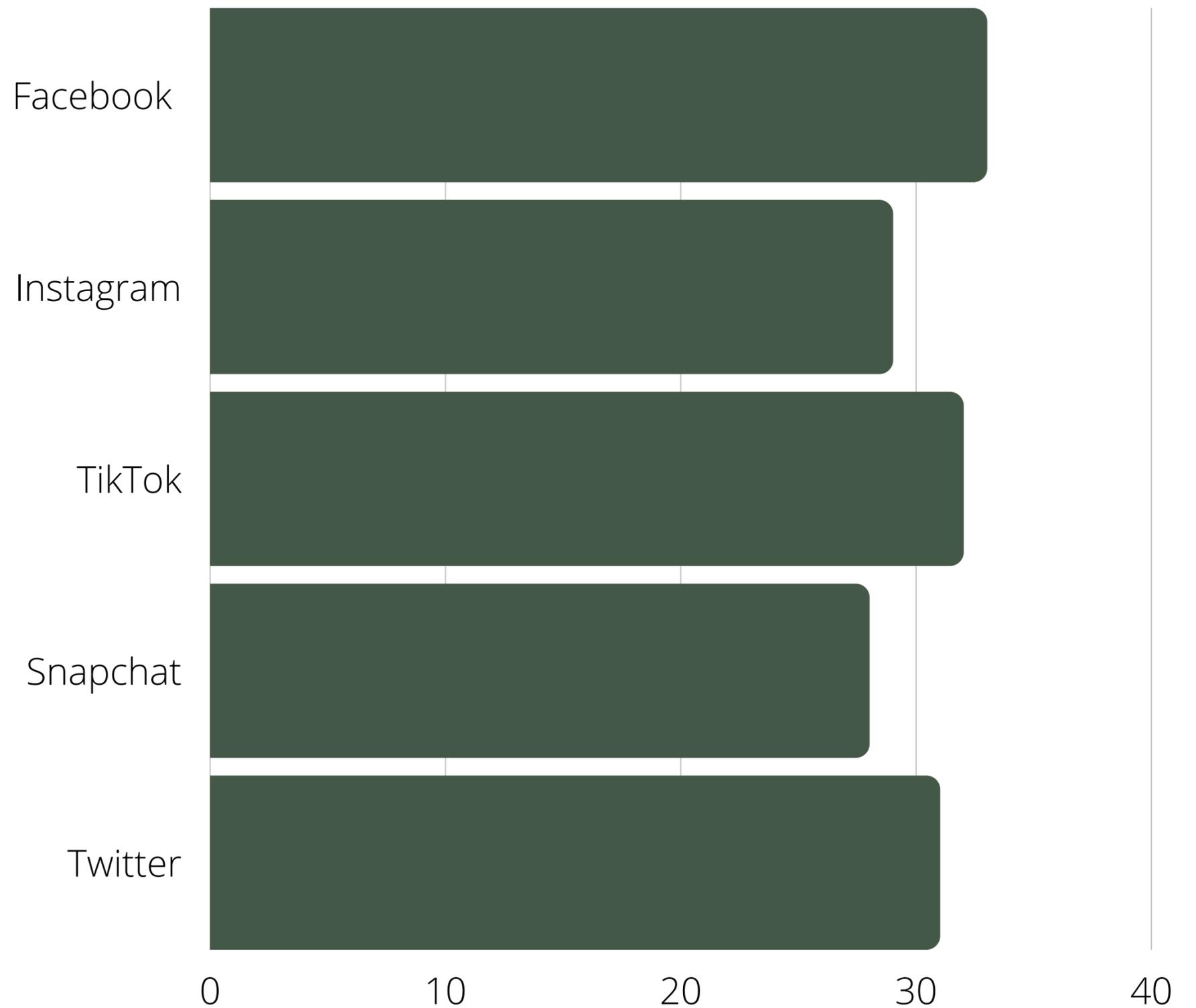
Most popular social networks worldwide as of July 2021, ranked by number of active users (in millions)

Source: Kepios Analysis (Jul 2021)



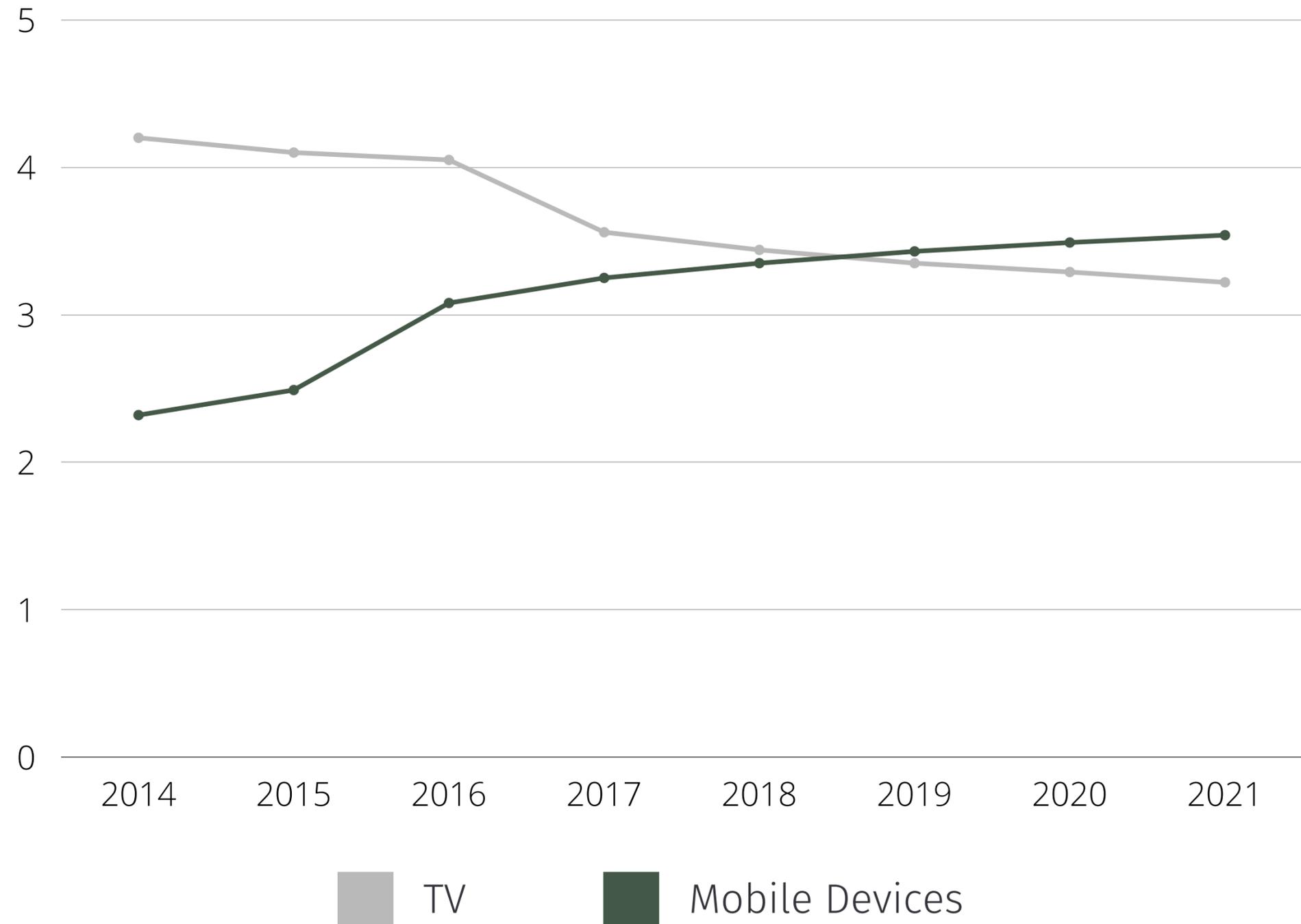
# Social Media Usage

Average time spent on social media in 2021 (in minutes)



# TV & Mobile Devices

TV and Mobile Devices: Average Time Spend in the US.  
2014-2021  
*(hrs.mins per day among population)*



**It takes 20 years to build a  
REPUTATION  
and 5 minutes to ruin it. If you  
THINK  
about that, you'll do things  
differently.**

**-WARREN BUFFETT**



# **BRANDING VIDEO**



# What is your brand?



**How are you perceived  
by the community?**



# BRANDING

Identify your voice

- Empathetic
- Authoritative
- Playful
- Sarcastic
- Professional

*Pro tip: you can be more than one!*

**Graham Fire & Rescue**  
Published by Jasper Stenstrom · September 11 at 8:46 AM ·

20 years ago our lives changed in an unimaginable way  
20 years ago hundreds of thousands of people experienced a sense of loss  
20 years ago we said we would never forget  
...and 20 years later people are still hurting, people are still dying from the events that occurred on September 11, 2001.

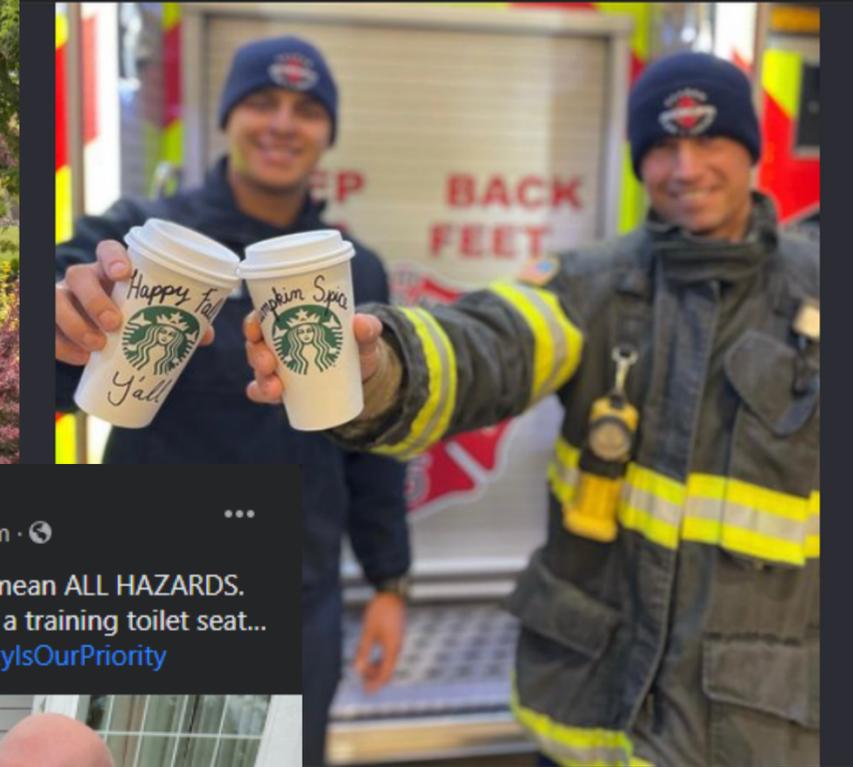
Yesterday, [Bethel School District](#) held an intimate and thoughtful 9/11 remembrance ceremony, Fire Chief, Pat Dale had the honor of speaking at it.

[#NeverForget](#)



**Graham Fire & Rescue**  
Published by IG Graham Fire & Rescue · September 22 at 7:54 AM · Instagram ·

It's the first day of #fall which means it's officially pumpkin spice latte season! Happy Fall, y'all! 🍂☕🥧



**Graham Fire & Rescue**  
Published by IG Graham Fire & Rescue · September 15 at 2:35 PM · Instagram ·

We're an all hazards fire department, and when we say all hazards we truly mean ALL HAZARDS. Today, station 91 responded to assist Meeps after she got her head stuck in a training toilet seat... I think it's safe to say that potty training has its challenges. 🇺🇸🚒 [#YourSafetyIsOurPriority](#)



# BRANDING

Consistency is key

- Logo usage (do's and don'ts)
- Color schemes
- Fonts



GRAHAM FIRE & RESCUE

# BRAND BOOK

*July 2021*

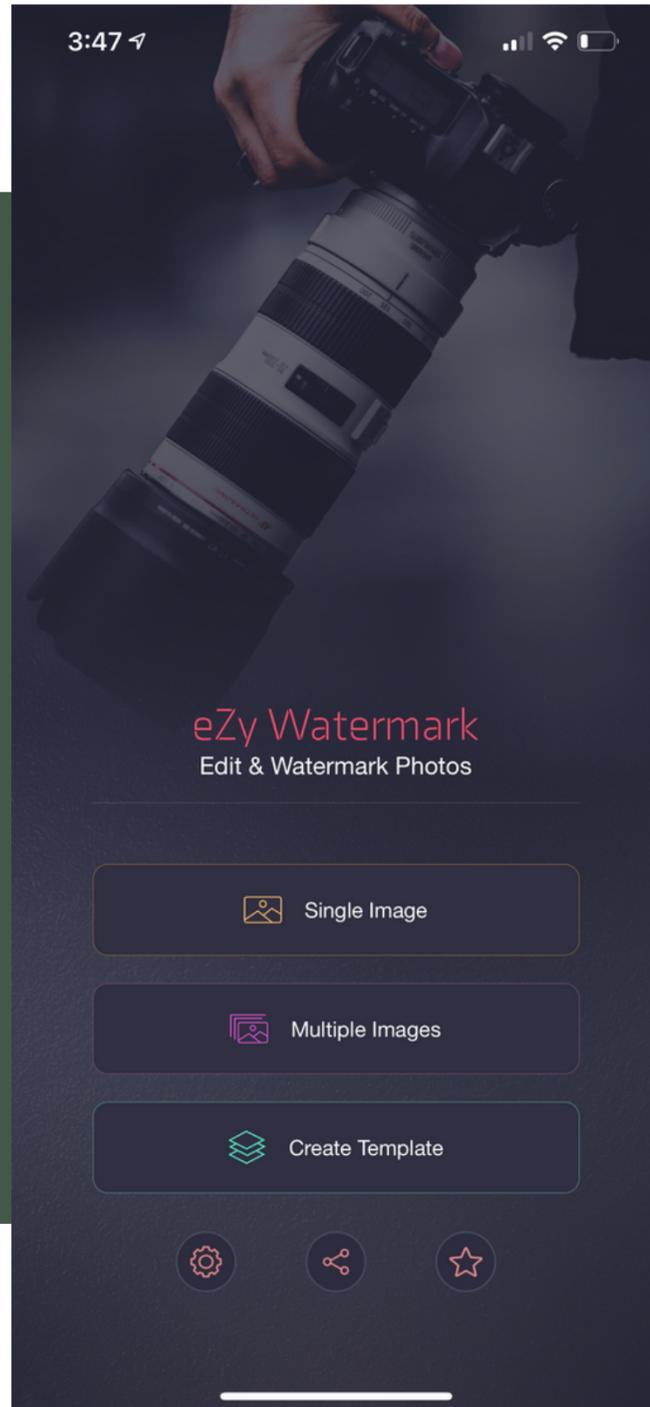
# BRANDING

Display your brand everywhere

- Watermark your photos
  - EZY Watermark
  - Canva
  - Phonto



# LEAVE YOUR MARK



# LEAVE YOUR MARK



# BRANDING

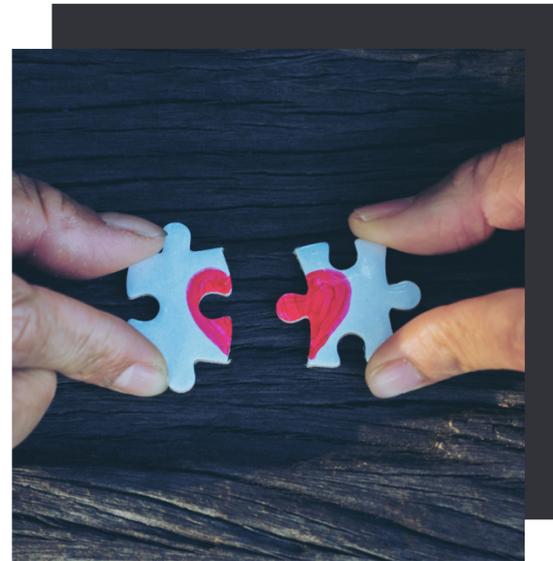
Build brand excitement and buy-in

- Utilize your members - they may have talents that you aren't aware of (photoshop skills, video editing skills, etc.)
- Run contests to encourage content sharing
  - Photo contests
  - Video contests

# BRANDING MISTAKES



Failing to differentiate your brand



Not connecting with the right audience



Poor logo design, lack of brand standards

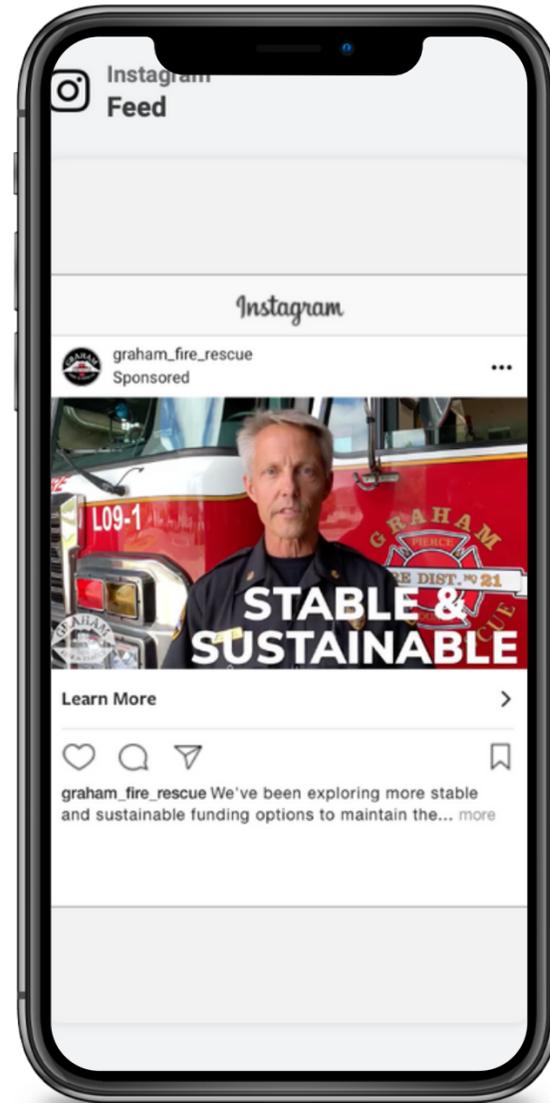
# BUILD YOUR AUDIENCE

*Focus on building your audience as normal part of your social media strategy - Not just when your gearing up to ask for something in return.*

- Encourage your employees to share your posts, ask them to invite their family and friends to follow your accounts.
- Post consistently when building your audience. Keep an eye on what types of content your audience reacts well to.
- Tag partner agencies in your posts when appropriate.
- Share content from other community partners.



# TARGETED ADS



Run targeted ads (specifically on Facebook) to encourage people to follow your page.

# BE PROACTIVE

The image shows a screenshot of a Facebook page for 'Graham Fire & Rescue'. The page header includes the name 'Graham Fire & Rescue', a verified badge, and options to 'Edit Send Message' and 'Promote'. The main content area features a post with 50,365 likes and 12,021 engagements. A comment overlay is visible, listing several users and their interaction status with the post:

- Trinity Lindsey: Invite
- Sienna Laberee: Invite
- Amy Bolton: Invited
- Jessica Powers Gochanour: Liked
- Lauren Dobrovolny: Invite
- Patty Jackson: Liked
- Laci Hanson: Invite

The background post text includes: 'Update: there were no pets in the home at the time of...' and 'Check your stove knobs...if you were in the middle of cooking when the power went out last night. #PSA #WaWx'. The left sidebar contains navigation options like 'Home', 'News Feed', 'Inbox', 'Podcasts', 'Business Apps', 'Events', 'Resources & Tools', 'Creator Studio', 'Manage Jobs', 'Notifications', and 'Insights'. A 'Promote' button is located at the bottom left of the page.

# CONNECT & NURTURE

Connect with your audience on a deeper level rather than solely relying on demographic data.

As a public safety organization, your members interact with your citizens on what may be the worst day of their life - because of this many citizens will experience a connection to your brand that goes far beyond the service that you provide.

Nurture this connection by engaging with them:

- Respond to comments
- Respond to messages as quickly as possible
- Share the photos and the stories they send you



# VERIFICATION, IMPRESIONATION, TROLLS



# VERIFICATION

- Once you've established a significant audience size, you're able to apply for verification within the social media platforms.
  - Being verified builds trust, authority, and improves searchability within the social media sphere.
  - Being verified makes it easier to combat account impersonation.



# LOCAL GOVERNMENT CONTACTS



## **Facebook & Instagram**

Jared Brown – Northeast, Northwest

CT, DC, DE, MA, MD, ME, NH, NJ, NY,  
PA, RI, VT, WA, MT, ID, OR, AK, HI

[jlbrown@fb.com](mailto:jlbrown@fb.com)



## **Twitter**

[gov@twitter.com](mailto:gov@twitter.com)

# DEALING WITH TROLLS



- Don't argue. State your position and move on.
- Determine if responding will even result in your desired outcome.
- If you do choose to respond, respond quickly.

# DEALING WITH TROLLS

You've worked hard to cultivate a loyal following. More often than not, your audience will react to trolls before you even need to. Let your audience have your back – the public defending you can help boost your reputation and credibility.

- Don't sulk in the negative or take it personal.
- Don't let your personal feelings write your reply.

**Graham Fire & Rescue**  
at 20:01:03 on 7/13/2020 UTC · 🌐

Join us (virtually) tomorrow, July 14 at 6:00 pm to learn about our funding future. 🚒🚒  
Meeting presentation and details can be found at: <https://grahamfire.org/benefit-charge/>



**Jim-Kathleen Lenell** Sadly my property taxes have gone up significantly.  
at 20:39:47 on 7/13/2020 UTC

**Tags:** deleted



**Rex Welter** They need to start living within their means like the rest of us  
at 21:39:28 on 7/13/2020 UTC

**Tags:** deleted



**Rex Welter** Stop asking for more  
at 21:39:50 on 7/13/2020 UTC



**Pierce County Professional Firefighters IAFF Local 726** Jim-Kathleen Lenell Join the meeting tomorrow to learn about a new way of funding.  
at 23:07:46 on 7/13/2020 UTC

**Tags:** deleted



**Pierce County Professional Firefighters IAFF Local 726** As a union firefighter you felt the need to comment on this post? If I was a member of the Boeing Firefighters, I would be embarrassed and would be out scraping the sticker off of your car.  
#SupportYourBrothersAndSisters  
at 23:29:26 on 7/13/2020 UTC

**Tags:** deleted



**Ricky Walsh - IAFF 7th District** Rex Welter Go Home Rex, you're drunk!  
at 23:50:40 on 7/13/2020 UTC

**Version:** Current  
**Tags:** deleted, edited



**Jake White** Rex Welter this was thought of in other places as well. In Lake Stevens some people thought this way, however if you look at the breakdown the fire levy is minimal in the taxes. I think it's inexpensive for the price of safety. Just because Boeing plays Russian roulette with safety doesn't mean everyone else will. How about ask for the breakdown of all your taxes before getting mad at public safety.  
at 0:19:26 on 7/14/2020 UTC

**Tags:** deleted



**Jake White** Pierce County Professional Firefighters IAFF Local 726 he doesn't represent I-66. Talking with I-66 they fully support this.  
at 0:25:55 on 7/14/2020 UTC

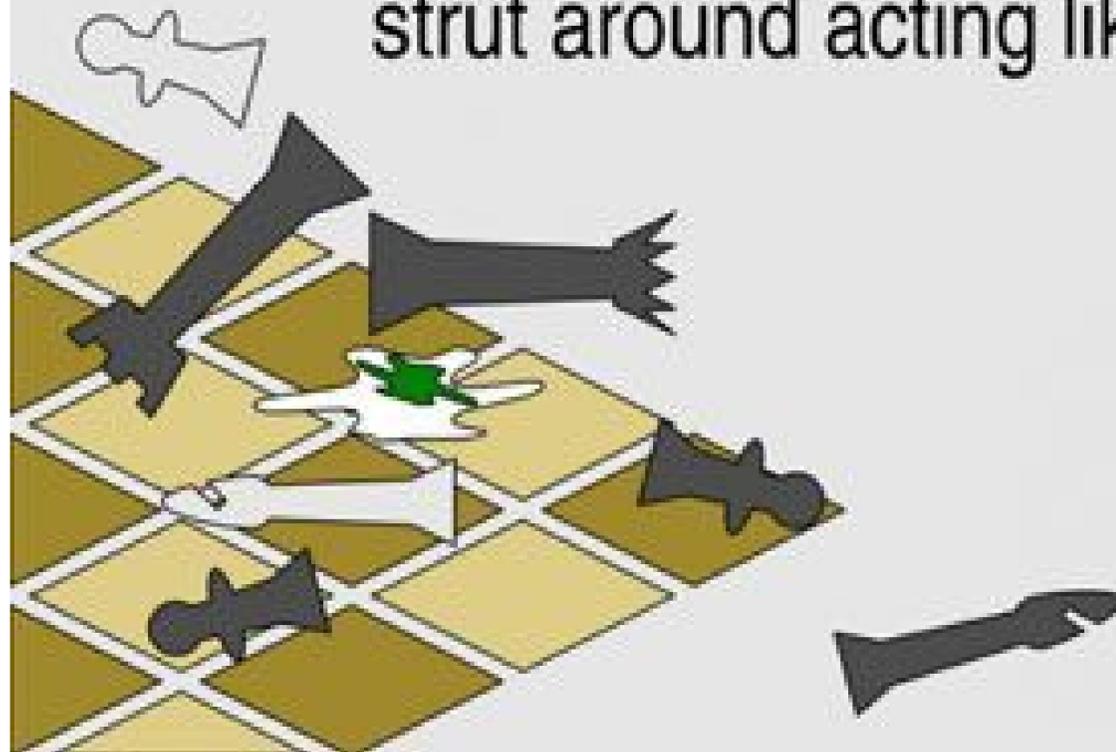
**Version:** Current  
**Tags:** edited



**Rex Welter** Graham Fire & Rescue team and followers. I hope you'll accept my apology for my post yesterday. I reacted to the post about property taxes poorly and expressed my frustration on the wrong forum. I may be a firefighter, but I'm also a tax payer frustrated with govt over spending. I hope you are able to be successful with your plan for funding sustainment and still keep the cost to tax payers reasonable. Be that one group that leads the way with being frugal and responsible. Good luck tonight.

Arguing with Internet trolls  
is like playing chess with a pigeon.

No matter how good you are at chess,  
the pigeon is just going to knock over  
the pieces, crap on the board, and then  
strut around acting like it won.



# CONTENT CREATION

## Post with a Purpose

Ask yourself: what am I trying to accomplish with this post?

- Informing your audience
- Educating your audience
- Entertaining your audience





# CONNECT TO EMOTIONS

Use your content to humanize your account. Your audience wants to know the people who are doing the work (including YOU, the person behind the social media), they want to know that they are engaging with a real person.

Everyone loves animals

# WEAR IT RIGHT



THE HEADBAND



THE HANGER



THE CHINSTRAP



THE BLINDFOLD

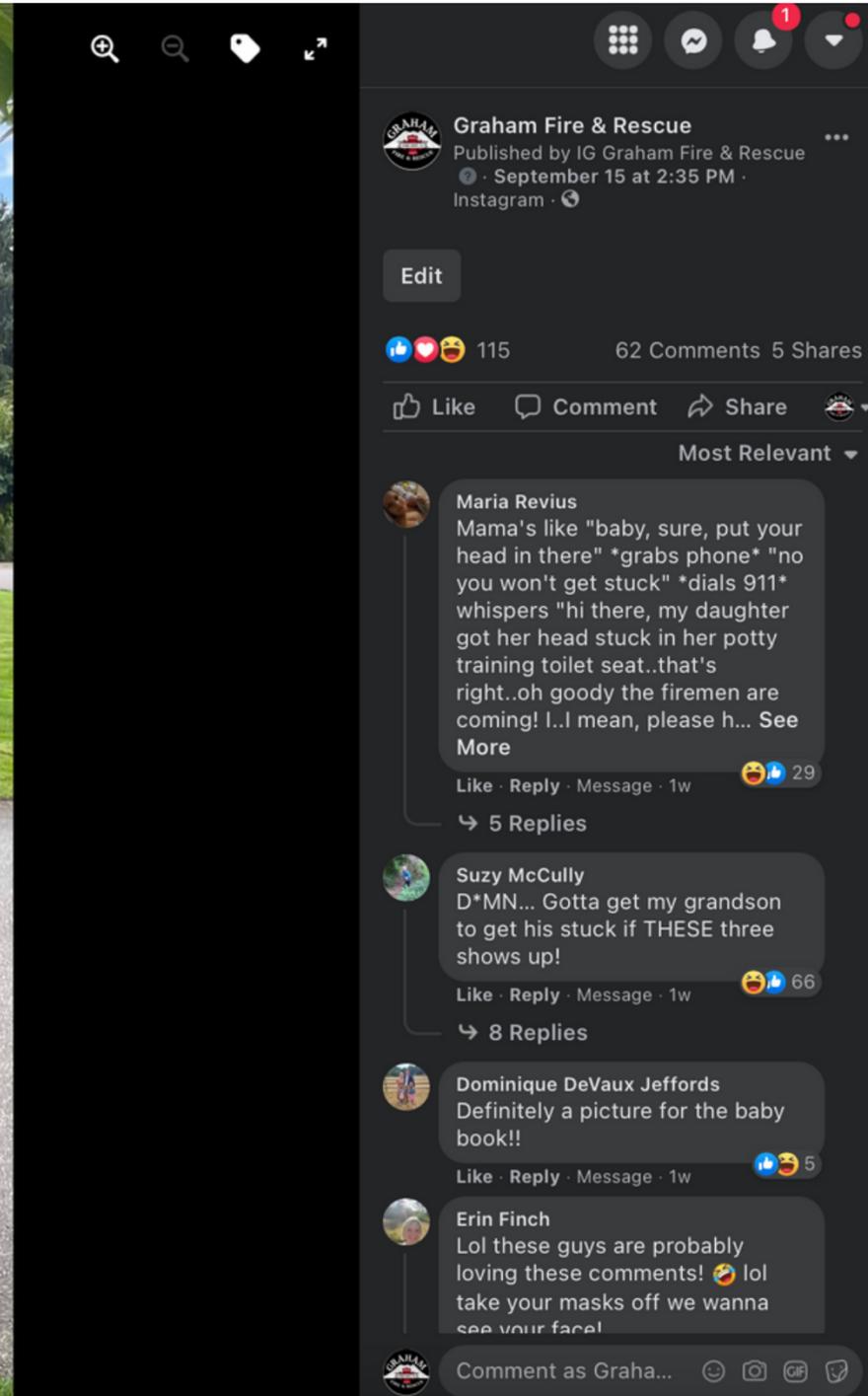


THE MOUTH BREATHER



IF DESCHUTES CAN DO IT, SO CAN YOU!

# Everyone loves firefighters



# Everyone loves action



This morning crews responded to a semi truck engulfed in flames. The truck was hauling logs through #Kapowsin. Not only did the driver safely escape, but we were able to extinguish the fire before any logs were destroyed. #YourSafetyIsOurPriority

Tag Photo Add Location Edit

👍👎❤️ 951 55 Comments 133 Shares

👍 Like 💬 Comment ➦ Share

- Most Relevant ▾
- Steve Wood** Some guy,s have all the luck.why cant I get lucky like that  
Like · Reply · Message · 18w
  - David Schubert** That was right by my house, glad everyone is safe.. Awesome Fire Crew!!  
Like · Reply · Message · 15w

**Graham Fire & Rescue** ✓  
Published by IG Graham Fire & Rescue · September 20 at 6:33 AM · Instagram

#Overnight- Just after 2:30 AM Graham Fire crews were called to the 12800 block of 224th St in #Graham for a house fire. As seen by the photos, the house is a total loss. The cause is under investigation. Crews remain at scene this morning extinguishing hotspots. 🔥

51,535 People Reached 12,185 Engagements [Boost Post](#)

👍👎❤️ 1.2K 118 Comments 201 Shares

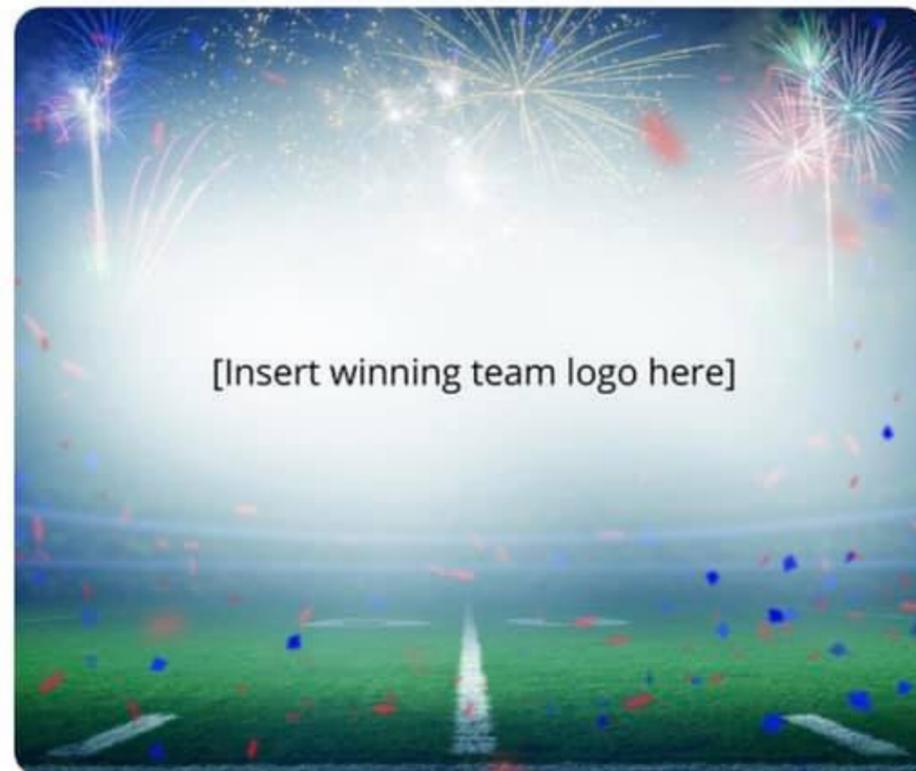
# OWN YOUR MISTAKES



Ottawa Public Health   
@OttawaHealth

WHAT AN AMAZING [#SuperBowlLV!!](#)  
Congratulations to the (\*Bruce, make sure to put the winning team's name here)

Thanks to everyone who stayed home & watched the game w/members of their household. We know this wasn't the usual way to enjoy the game, & we thank you for your efforts.



Pinned Tweet



Ottawa Public Health  @Ot... · 1/18/21 ...

Not sure who needs to hear this, but, "perfect" is cancelled until further notice.

We're all experiencing this differently. Don't compare yourself to others. Don't compare it to "how it was before".

Just do the best you can, & if that varies from one day to the next, that's ok.

 55

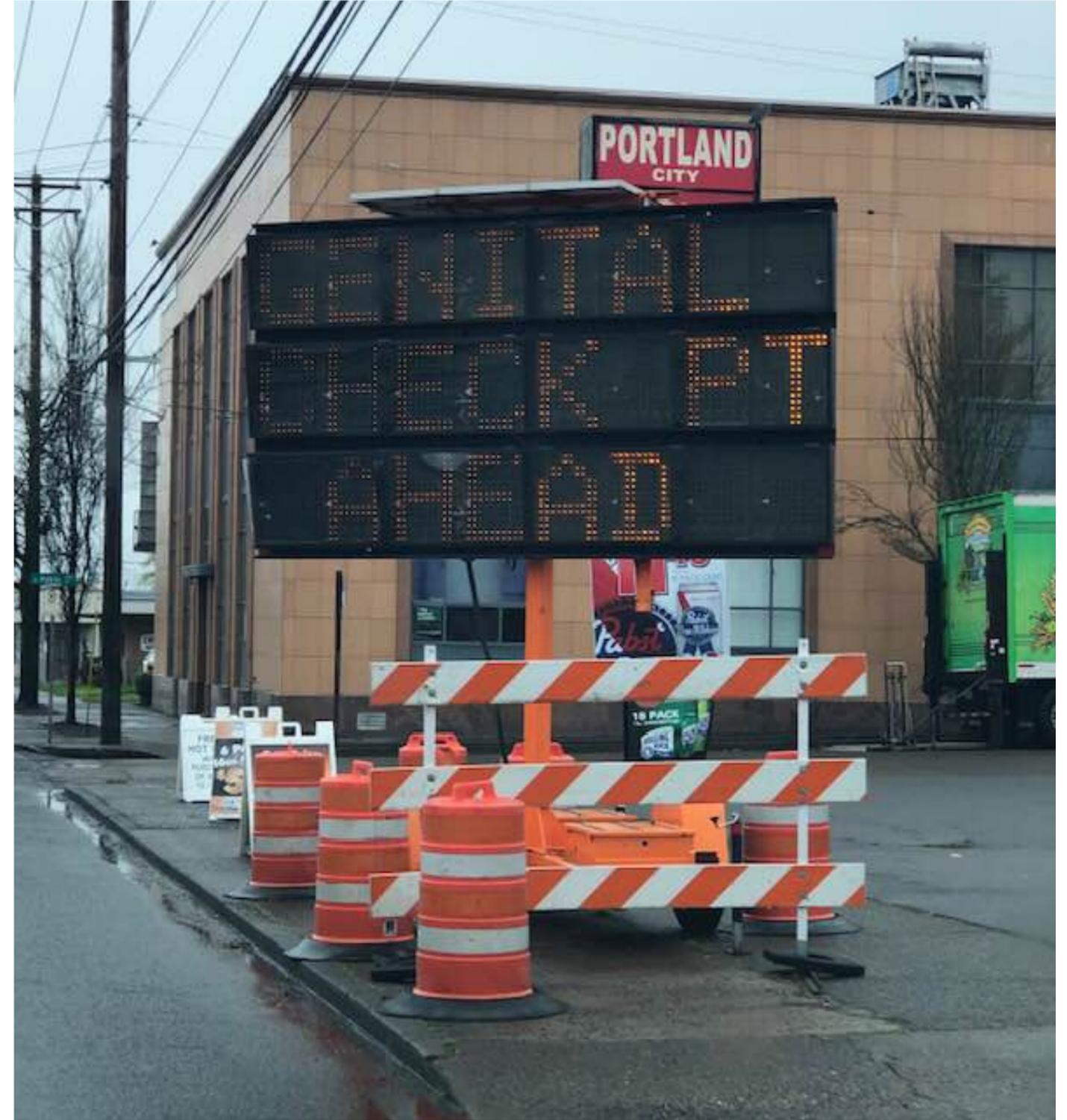
 1,100

 3,425



# CONTENT CREATION

We are all human, and  
we all make typos.



# CONTENT CREATION

If it has an impact on our community,  
we have the responsibility to share it.



# CONTENT CREATION

Fact check your content.



# CONTENT TYPES

## Created Content

Graphics, videos, photos that you create.

- Demonstrates your position as a thought leader.
- Showcases your brand voice, skills, and knowledge.
- Boosts your credibility.
- Cultivates deeper relationships with your existing audience.



# BEAT THE HEAT

## Excessive Heat

Heat related illness and death is preventable

### WHAT:

Excessive heat or heat waves occur when temperature reaches extremely high levels or when a combination of heat and humidity causes the air to become oppressive.

### WHO: More males than females are affected



Children



Older Adults



Outside Workers



People with Disabilities

### WHERE:



Houses with little to no AC



Outside Worksites



Cars



Outdoor Activity

### HOW TO AVOID:

- Stay hydrated
- Stay cool in an air conditioned area (visit a cooling center)
- Wear light-weight, light colored, loose fitting clothes
- Avoid outside activity during the hottest part of the day

# CONTENT TYPES

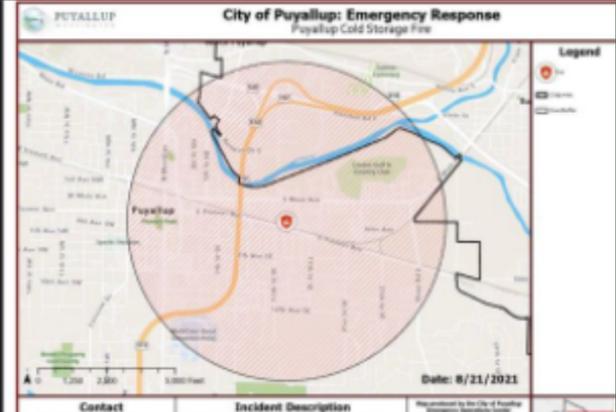
## Curated Content

Photos received from community members, graphics shared from other organizations, shared posts, or news articles.

- Cost and time efficient.
- Builds new relationships and nurtures partner relationships.
- Provides your audience with alternate views and resources.

**Graham Fire & Rescue** Published by Brianna Baker · August 21 ·

#HappeningNow - Graham Fire & Rescue crews are assisting [Central Pierce Fire & Rescue](#) on a 3rd alarm commercial fire at a cold storage facility in downtown Puyallup. Follow [Puyallup Police Department](#) for evacuation information.



Contact	Incident Description	Reported by the City of Puyallup

**Puyallup Police Department**  
August 21 ·

There is a large fire at a commercial structure at 15th St Southeast and East Pioneer. There are concerns of large explosions from the fire scene. If you live w... [See More](#)



graham\_fire\_rescue • Following ...



graham\_fire\_rescue 🔵 Grahamazon Fire? Monday after an accident on Graham Hill, firefighters with the help of WSP assisted transferring the packages so that you didn't see an interruption in you 2 day prime delivery. 📦 #Teamwork @wastatepatrol @amazon

20w



mirbar777 ❤️❤️ so proud of my son. He loves helping the community ❤️ and his job



20w 1 like Reply



jrzygirl4ever Good Lord. Many were saying it was the Amazon



1,496 views

MAY 19



Add a comment...

Post

**Graham Fire & Rescue** ✓  
 April 1, 2020 · 🌐

After months of debate, we've decided to roll out our new uniform policy which will now include shorts as part of our structure fire gear. This cutting edge concept will help keep our members cool while battling hot fires. We believe this progressive trend will soon take off nationwide. 🔥



You, Brianna Baker, Jill D'Len and 605 others  
 61 Comments 49 Shares

Haha Comment Share

**Graham Fire & Rescue** ✓  
 Published by Instagram · September 6 · Instagram · 🌐

The 5 fierce female firefighters at Graham Fire & Rescue are making history today becoming the very first all-female crew on both the 🚒 & 🚚 in the department's 59 year history.  
 ... let's hope for no 🚑 calls. 🙌  
 (caption is meant to be humorous and was approved by these 5 ladies)



524,930 People Reached  
 73,229 Engagements

Boost Post

6.4K 635 Comments 2.2K Shares

 **Graham Fire & Rescue** ✓  
February 14 · 🌐

Your Graham Firefighters & Paramedics have a very important question to ask you this Valentine's Day... 🌹 #TheBachelor

*Will you accept  
this Rose!* 



 You, Brianna Baker, Jill D'Len and 742 others      63 Comments 29 Shares

 Love       Comment       Share

 **Graham Fire & Rescue** ✓  
March 19 · 🌐

#GrahamFireFriday- In 2015 Firefighters found Bear the Dog hiding underneath a bed during a house fire. This video is guaranteed to make your heart smile.



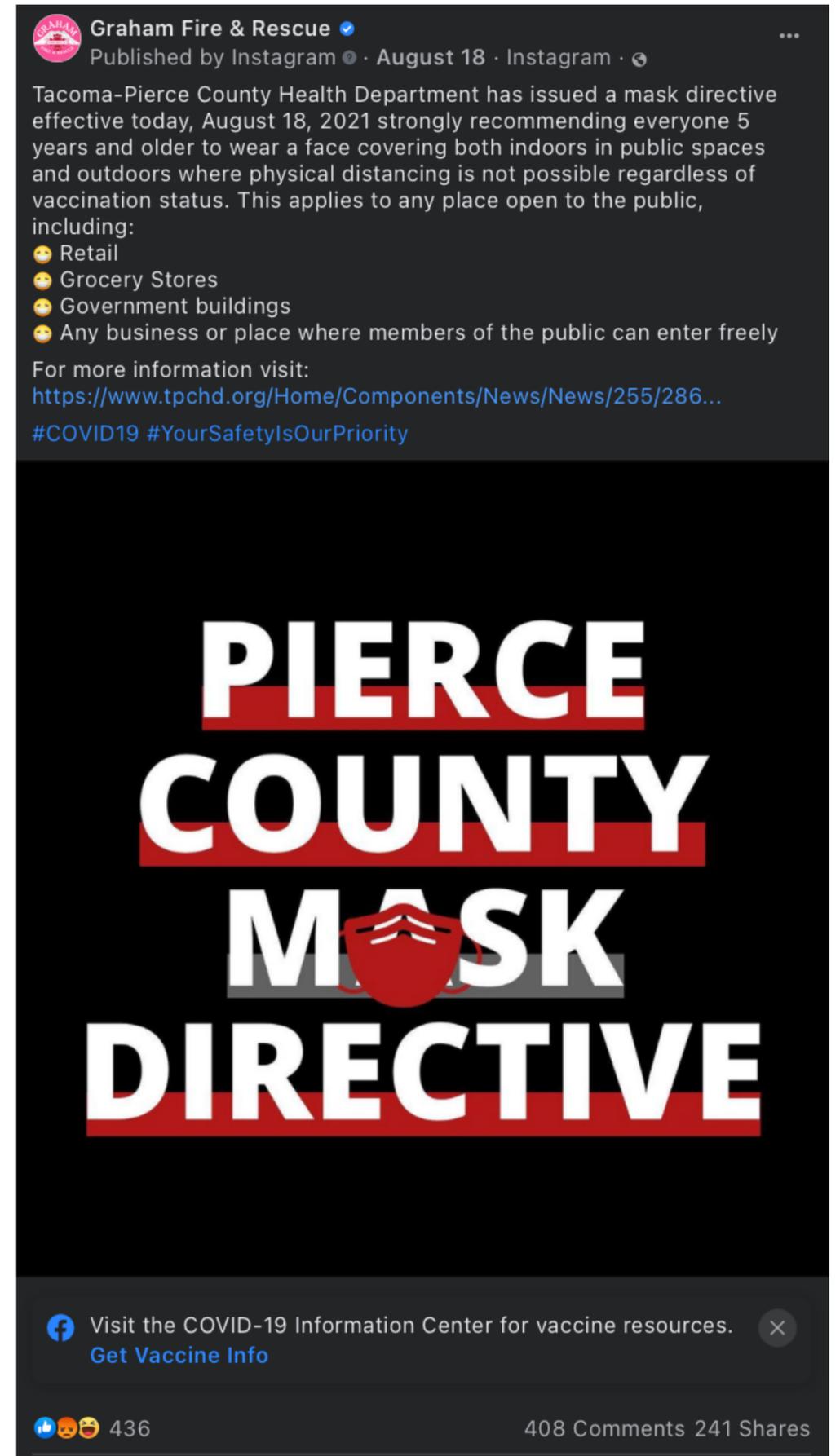
 You, Brianna Baker, Jill D'Len and 7K others      99 Comments 686 Shares

 Love       Comment       Share

# IDENTIFY WHAT RISKS YOU'RE WILLING TO TAKE

- Is the content a little edgier than your normal content?
- Is the content related to a hot button issue?
- Can the content be taken out of context?

Sometimes a little controversy on your posts is a good thing - it can dramatically increase your reach - use your best judgement and make sure you have the support of your leadership.



# IDENTIFY WHAT RISKS YOU'RE WILLING TO TAKE

 **Graham Fire & Rescue**  
May 30, 2020 · 🌐

Graham Fire & Rescue Battalion 94 and Engine 95 are enroute to Seattle to assist during the protests downtown. We hope that all first responders stay safe during this event. 🙏 See Less



Like Comment Share

 Brianna Baker, Tracy Fortier and 629 others · 197 Comments · 21K Views

 **Graham Fire & Rescue** ✓  
May 29 · 🌐

Let's continue to talk about those butts... flicking your cigarette butt out the car window is NOT a proper way to dispose of it. Do your part to prevent wildfires this summer and [#holdyourbutt](#) until you can properly dispose of it. ➡️ [#WAWildfire](#)  
[#YourSafetyIsOurPriority](#)



**DON'T BE A FLICKING FOOL**

HOLD ONTO YOUR BUTTS.



8,803 People Reached      794 Engagements      [Boost Post](#)

 240      16 Comments 78 Shares

Like Comment Share

# CONTENT SCHEDULING & PRIORITIZING CONTENT



**sproutsocial**

Create a content calendar – but always be prepared to change your plans.

# PHOTOS TIPS & TRICKS

- Make sure your photos are high resolution when posting
- Use effective editing, but don't over edit
- Select images that are clear and align with size specifications
- Build your photo library

## **Avoid**

- Faces of patients
- Blood, guts, and gore
- Personal identifiers



# GRAPHICS TIPS & TRICKS

- Use Canva - it's very user friendly
  - Other programs include Adobe Spark, Photoshop & InDesign
- Look for inspiration on other department pages, Google, etc.
- Include your logo within your graphic design
- Follow your brand standards
- Avoid overcrowding
- User legible fonts and font sizes



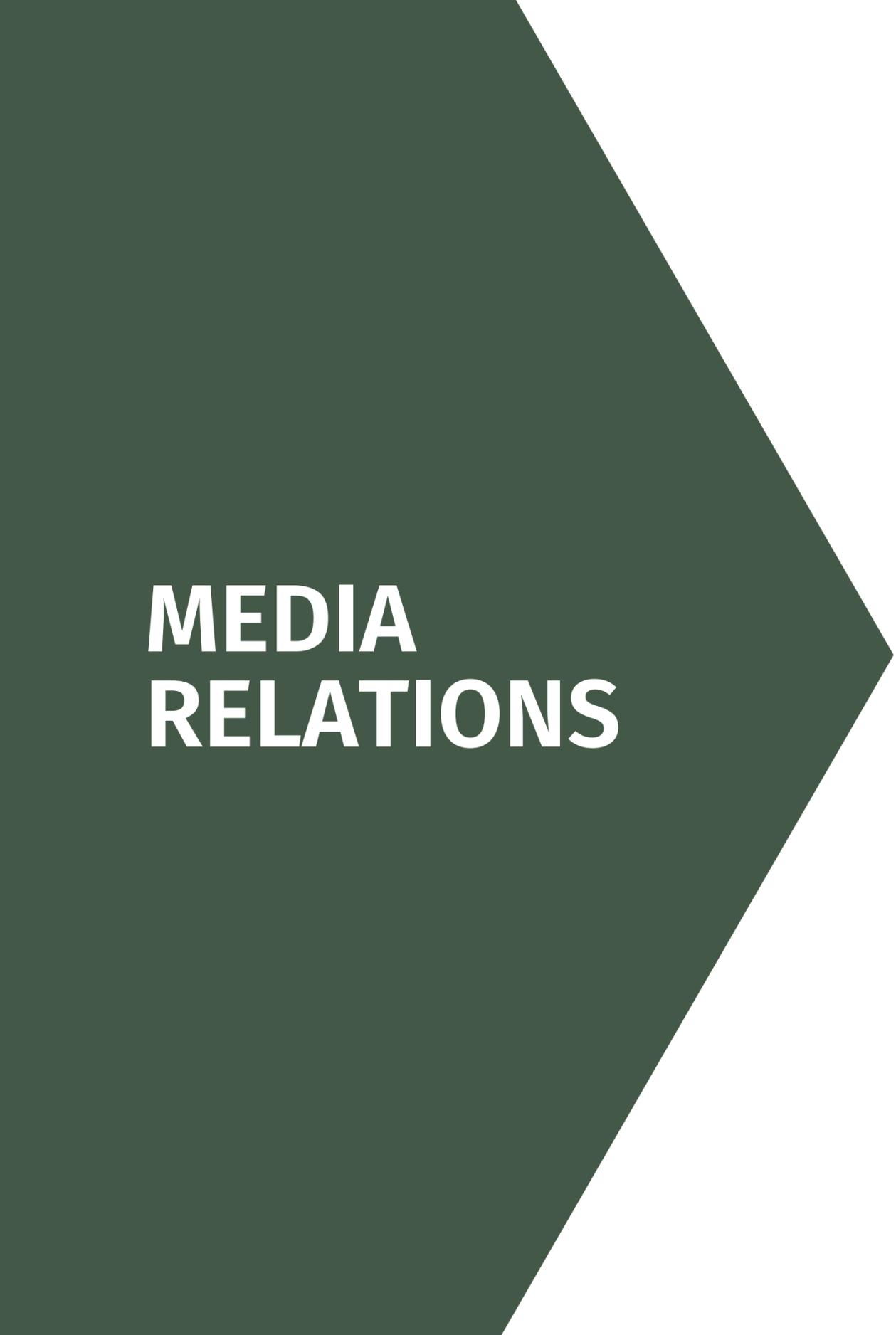
# VIDEOS TIPS & TRICKS

- Good lighting is critical
- Stay steady
- The audio matters just as much as the visuals
- Get close to your subject
- Avoid vertical video unless you are shooting for Instagram
- Be prepared for the shoot – write a script/video outline
  - What is your message?
  - Who are you trying to reach?
  - How will you distribute?
  - What is the call to action?





# **VIDEO EXAMPLES**



# **MEDIA RELATIONS**

## **Foster relationships with the media.**

Maintain a list of media contacts, and focus on only including reporters who typically involve themselves in stories related to your organization.

# EMBRACE THE MEDIA

Graham Fire & Rescue approaches media contacts with open arms. We are willing to get reporters behind the scenes, and as close to the action as possible (with safety in mind).

We view the media as an asset to help tell our story and the good work our firefighters are doing.



# MAKE IT ABOUT THEM, NOT YOU

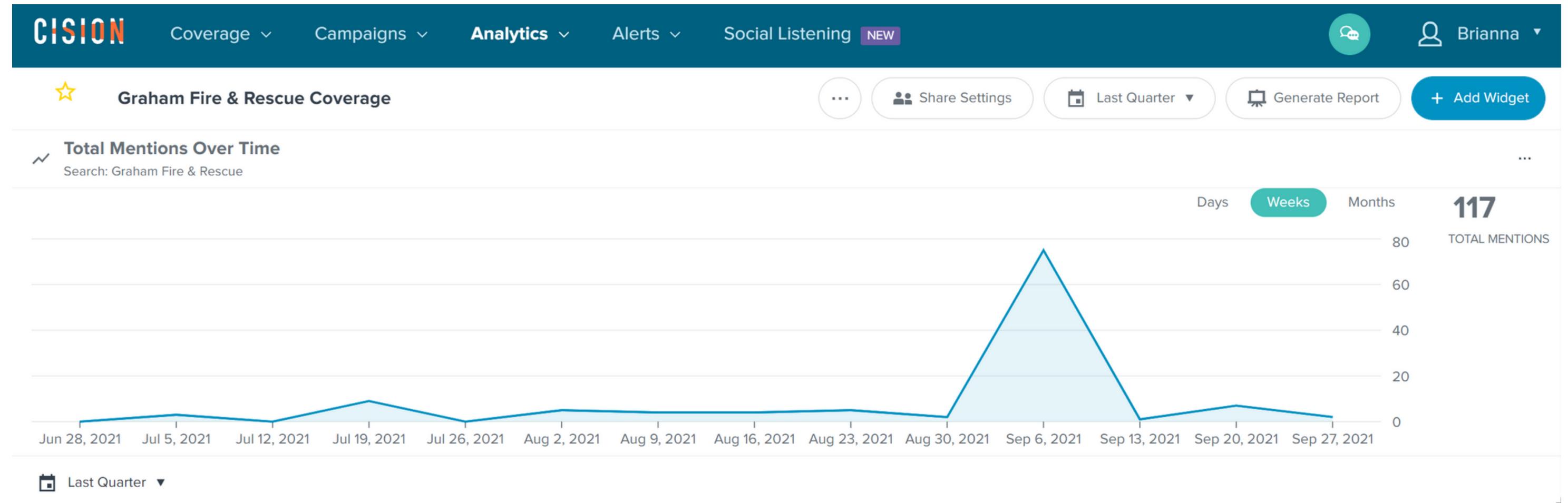
- Create a media package, including a press release & audio/visual content.
- Be ready to schedule follow up interviews based on their availability.
- Mondays & Tuesdays are the best days to pitch stories (according to Cision's 2021 State of the Media Report)
- More & more reporters are looking on social media for story leads, Twitter is especially useful for capturing the media's attention. Keep this in mind when crafting your tweets.



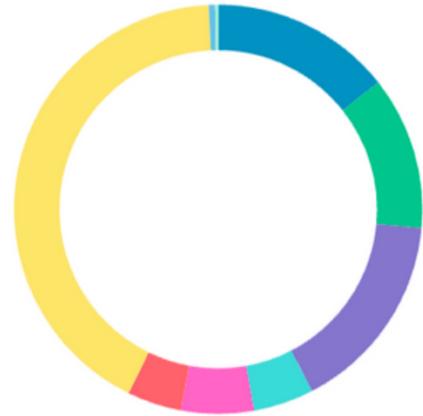


# MEDIA MONITORING TOOLS

Streamline your data collection: Cision, Meltwater, Sprout Social, Hootsuite



## Share of Voice



SEARCH NAME	TOTAL MENTIONS
● Central Pierce Fire and Rescue	343 (42%)
● East Pierce Fire & Rescue	130 (16%)
● Graham Fire & Rescue	117 (14%)
● West Pierce Fire & Rescue	99 (12%)
● Central Kitsap Fire & Rescue	47 (6%)
● Gig Harbor Fire & Medic One	39 (5%)
● Lacey Fire District 3	35 (4%)
● Orting Valley Fire and Rescue	4 (0%)

## Top Publishers

Search: Graham Fire & Rescue

SEARCH NAME	MENTIONS	IMPACT
KING 5	1 mention	High
● Roswell Daily Record	1 mention	Low
WXII 12	1 mention	High
Patch	8 mentions	High
Tacoma News Trib...	5 mentions	Medium

📅 Last Quarter ▼

## Ad Equivalency

Search: Graham Fire & Rescue

MEDIA TYPE	AD EQUIVALENCY
<b>Total</b>	<b>\$315K</b>
Online News	\$292K
Television	\$22.8K
Blogs	\$24.85

📅 Last Quarter ▼

## Media Performance Metrics

Search: Graham Fire & Rescue

KEY MESSAGE	TOTAL MENTIONS
Feature Mentions	25
Readership 500k+	13
High Impact Coverage	6
Headline Mentions	1

## Aggregate Readership

Search: Graham Fire & Rescue

MEDIA TYPE	TOTAL READERSHIP
<b>Total</b>	<b>157M</b>
Online News	155M
Television	1.6M
Blogs	13.22K

**AND LASTLY...**



# KEEP IT WEIRD

You're trying to slow the scroll - you only have 8 seconds to catch the average viewers' attention.





**QUESTIONS?**