



*Twitter, Facebook Instagram,
Snapchat...*

Social Media and the
Fire Chief



- ❖ Determine your audience - are you on social media to communicate with your troops or to communicate with your community? Or both?
- ❖ While all posts will be public this can help determine content and language within your posts, such as the amount of fire lingo, etc. If internal only, make sure you mark account private – though this is not suggested. Aim to have both an internal and external following.



- ❖ Be accessible - This entails responding to questions and interacting with your followers or people you follow.
- ❖ Remember to thank employees and your community for their support, etc.
- ❖ Make sure you draw boundaries with department members so as to avoid circumventing the chain of command.



- ❖ Use video and pictures - video will draw the most content.
- ❖ Any type of visual will increase the views on a post exponentially.



- ❖ Show your personality. Be serious when you need to be – otherwise have fun.
- ❖ When needing to be serious whether due to an incident or event affecting the department, make sure what you are putting out is coordinated with your PIO so there is a united message.



- ❖ When you retweet/share something, a good idea to add you personal thoughts or a corresponding message.
- ❖ Every once in a while you can just re-tweet with no comment.



- ❖ It's important to delineate what department handles can post/tweet/RT about and what their directors (chiefs), who are appointed figures, can.
- ❖ Oftentimes chiefs seem to have a little more wiggle-room for mentioning specific functions, businesses, or people without ramifications from their agency's law office.



- ❖ There is also another side of the department's story that can be told through a fire chief.
- ❖ While the department may post/tweet about daily operations from an all-inclusive point of view, the fire chief can be more specific about events or "shout-outs".

Summary



- ❖ Show your personality and style
- ❖ Be respectful
- ❖ Avoid politics, positions, opinions, etc.
- ❖ Have fun with it!

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