Agenda

- Strategies for effective social media
- Content development tips
- Avoiding mistakes, policies
- Measuring success
- Case studies
- Resources
Social activity happening every 60 seconds
Are you ready to create your neighborhood’s online community?

To create your online community, you should expect to:

• Select a boundary for your neighborhood that makes sense to you and your neighbors.
• Invite your neighbors to join with emails, postcards or flyers.
• Be a good host - welcome your neighbors when they join, and start the first conversation.

Sound good? Let’s get started!

First, tell us about your neighborhood...

Neighborhood name

How did you hear about Nextdoor?
Strategy
Strategy: Which platforms?

Take a look at your resources first

- Who is managing your communities?
- Where is content coming from?
- Who is your audience & where are they?
- What are your goals?
Be social!

- Social media is not a one way street!
- Listening & engagement are most important

Suggested breakdown of total time available for social media – Chris Brogan
Content Development
Strategy: Content development

- Is it educational?
- Does it relate to a common interest of your audience?
- Does it entertain your audience?
- Is it funny?
- Think about what your audience wants, it’s not all about you.
Top 3 things that make content effective

1. Audience Relevance (58%)
2. Engaging and Compelling Storytelling (57%)
3. Triggers and Response/Action (54%)

“Ask yourself, ‘If I didn’t work here, would I read this?’”
Be timely & current

- Tie to trends, hashtags, current events, news
- Share today’s news, today.
Be consistent

- Keep content regular and consistent
- Shares and RTs count!
- Use Hootsuite to help
Our State Fire Marshal Bert Polk addressing the @SCCFireChefs about Twitter—new SC State Fire Twitter Act. @SCCFireChefs

Let's keep the conversation going—follow @NFPA @CALFIRE_PRO @disastersafety @living for #WildfirePrep tips @ROEsafe @PrepareAthon

1 favorite

RawhideFireHose
10:55am via Twitter Web Client
Via @NFPA Partner with NFPA and Domino's for Fire Prevention Week! bit.ly/1Gesxu0 #firesafety

HarperChildrens
10:45am via Hootsuite
Wise words on Wednesday from a beloved author: E.B. White... bit.ly/1rTwbI

do to say in books, all tha to say, is that I love the wv
— E. B. White

NFPA
10:05am via Hootsuite
1st responders: Take @NFPA @NFPA & @AFCI's quiz & sweepstakes on Safety & Health for chance to win by 6/11! ow.ly/Nh97z

L.PFFPA
10:54am via iOS
During a tornado know what to do and how to react. Be prepared. We are on duty to respond! MoreThanJustFlies getprepared.ca.org/hz.tml...
Be interactive

- Incorporate multimedia often
- Use games, quizzes, contests
Make posts fun

- Trivia, polls, “caption this”, Q&A
- Same information, but audience participates
Ask for the RT / Share

- Applies to all social platforms
- Asking increases success and results
- Shares = more views

Tweets that contain the call-to-action (CTA) “please retweet” are four times more likely to get retweeted at least once, compared to those that do not include the CTA.
I'm looking for a job. I've designed a website and everything: employadam.com. Please help me out by retweeting this.

Adam Pacitti
@adampacitti

On a scale from 1 to 10,000 "LIKES," how bad do you wish you had this pizza in front of you right now?

Domino's Pizza
May 22
Use photos

- On every single social outlet
- Never let a post go up as just a big block of text
How do we change behavior? NFPA Journal takes a look at new theories

Change Agents

New strategies to help public safety programs achieve genuine changes in behavior

Why do we do we make the choices we do, even if we know they are not particularly healthy or safe? For the answer to that question, fire and life safety educators are turning to behavioral change theory in the hope that, by shedding light on what motivates us to do what we do, they can boost their programs’ effectiveness.

Knowing why people make the life and fire safety choices they do “can be the difference between an educational initiative that fails flat and one that succeeds in creating a genuine behavioral shift,” says Karen Berardi-Reed, a senior project manager for high-risk outreach in NFPA’s Public Education Division, and Andrea Vastis, a public health educator and consultant.

This is an important development in public education, they say, because too many public education programs rely on changing behavior solely by making audiences aware of risks. The challenge for safety professionals is to identify strategies that not only provide knowledge, but include attitude development and skill-building opportunities for participants.

To learn more about the way public education professionals are responding to this challenge, read Berardi-Reed and Vastis’ article, “Change Agents” in the May/June issue of NFPA Journal.

06/08/2015

View the public comment submissions for NFPA documents in the Annual 2016 revision cycle

As we continue to enhance our standards development site, NFPA looks for ways to make it easier for the public to get involved and participate in our standards development process.

A feature in the standard development site is the capability for the public to “View Public Inputs” and “View Public Comments” after the closing date has passed and all submissions have been completed. For documents in the Annual 2016 revision cycle that received public comments, links are now available to “View Public Comments” on each Next edition tab of the document information pages under the category “Second Draft”. You will be asked to sign-in or create a free online account with NFPA before using this system. Please note that NFPA 51A, NFPA 1124, and NFPA 1141 did not receive any public comments and, therefore, will not have a link available for viewing.

To view a complete list of the Annual 2016 documents, go to the document information pages and use the search feature in the upper right gray box to search by cycle.

As always we are here to help you participate in the NFPA process.

If you have any questions or need help with any feature on the standards development site, please feel free to contact us.
GRILLING STATISTICS
from NFPA

8,800 home fires are started by grills each year, on average

July is the peak month for grill fires, followed by May, June and August

In 2012, 16,900 patients went to the ER because of injuries involving grills, including 7,400 thermal burns

86% of U.S. households own at least one outdoor BBQ, grill or smoker

Gas grills contribute to a higher numbers of fires than charcoal grills.

59.3% of households own a gas grill

Source:
NFPA’s “Home Fires Involving Cooking Equipment” 2013 report

2013 U.S. Fire Department Profile

Fire Departments

30,052 Total departments

8.2% All Career
6.6% Mostly Career
19.3% Mostly Volunteer
65.9% All Volunteer

However, 49.8% of the U.S. population is protected by the "All Career" fire departments

Firefighters

1,140,750 Total firefighters

31% of U.S. firefighters are career firefighters, while 69% are volunteer firefighters.

Apparatus & Stations

Pumpers 69,150
Aerial Apparatus 7,000
Other Suppression Vehicles 76,300
Stations 55,150

For more reports and statistics, visit www.nfpa.org/research
Use video

- Don’t need expensive equipment or editing software
- Turn phone on it’s side!!!

Video can make your point quicker, stronger and more dynamic
You Tube makes sharing easy
### The Ideal Character Count

<table>
<thead>
<tr>
<th>Platform</th>
<th>Ideal Character Count</th>
<th>Side Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tweets</strong></td>
<td>71-100</td>
<td>Tweets shorter than 100 characters have a 7% higher engagement rate.</td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
<td>40</td>
<td>Posts with 40 characters receive 86% more engagement than posts with a higher character count.</td>
</tr>
<tr>
<td><strong>Google Plus</strong></td>
<td>60</td>
<td>If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.</td>
</tr>
<tr>
<td><strong>Paragraphs</strong></td>
<td>40-55</td>
<td>Opening paragraphs with larger fonts and lower characters per line make it easier for the reader to focus and jump easily from one line to the next.</td>
</tr>
<tr>
<td><strong>URL Domains</strong></td>
<td>8</td>
<td>The best domain names are short, easy to remember and spell, don't contain hyphens, or numbers, and have a .com extension.</td>
</tr>
<tr>
<td><strong>Hashtags</strong></td>
<td>6</td>
<td>Don't use spaces or special characters, don't start with an underline or number, and be careful with using slang.</td>
</tr>
</tbody>
</table>
Avoid these Mistakes
Video can make your point quicker, stronger and more dynamic.

#FAIL

- Check twice, post once
- Don’t use tragedies as a way to tie into a trend or gain attention
DiGiorno Pizza
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM

London Luton Airport

Because we are such a super airport... this is what we prevent you from when it snows... Weeeee :)

Mary J. Blige
@mjayblige

Why is that people always try to understand estimate my intelligents?! They should never do that! I haven't been on (cont)
http://tl.gd/u6vo
Written policies and guidelines can help relieve some fears and prevent issues.
Measuring Success
Measure success

- Define clear goals
- Gauge a baseline
- Use metrics tools
- Look for trends

Free and paid tools exist to help you measure whatever you are looking for.
Measurement: Google Analytics

• Free, easy to use
• Can be dropped onto any web site or blog to track stats, and can include social media accounts as referrals
• Shows us how people got to sites, how long they spent, what was most popular
Case Studies
Wildfire Prep Day

- Contest for funds
- Ideas, resources, map on website
- Save the date! May 7, 2016
Twitter Chats

- Different styles; we’ve found one that works best is to use a moderator
- Prepare questions, answers & participants ahead

Look for partners to join you to expand audience potential
Firewise Community successes

• Active pages on Facebook, Twitter

• Check for hashtags (by state - #COfire)

• Share photos, events, info, tips, resources, reminders
NFPA, IAFC, NVFC quiz & sweepstakes

• Simple
• Informative
• Fun
• Lessons learned from first contest
Resources that can help

- NFPA’s social accounts (www.nfpa.org/socialmedia)
- Other organizations (IAFC, NVFC, IAFF, HSFC, etc)
- Hootsuite!
- Social Media Examiner (www.socialmediaexaminer.com)
Questions?
Thank You

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