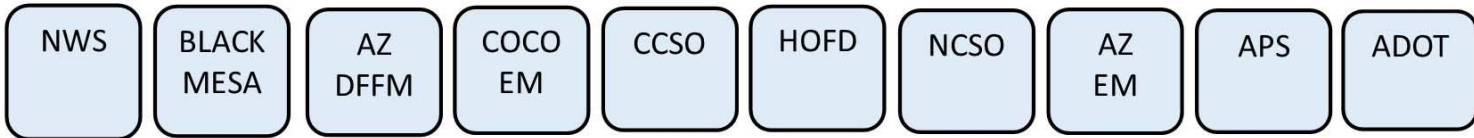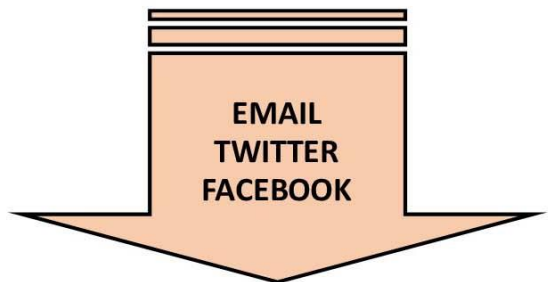# FLFD Public Communications

MISSION

- Provide timely, accurate, and authoritative communication direct from FLFD to the public

- Notify public of potential hazardous incidents such as wildland fire

- Keep public (taxpayers) informed regarding FLFD public services, events, and programs

- Forward relevant news items from federal, state and county sources
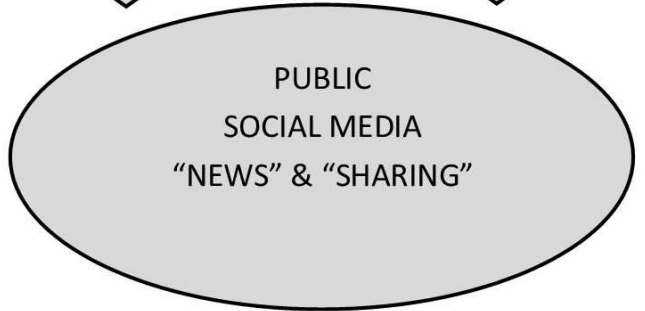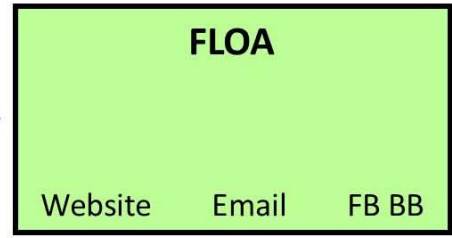
STRATEGY

- Employ social media for public communications
  - Primary: Facebook, Twitter, www.flfdaz.com website
  - Secondary: YouTube, maybe Instagram
- Coordinate with FLOA email news and FB Bulletin Board
- Minimize public ability to respond to FLFD via social media
  - No public comments allowed on Facebook or Twitter posts or website news page
  - Allow Facebook Messenger contacts, but only respond during office hours
- Communications content to be coordinated/approved by Chief Rodriquez
- Monitor relevant news feeds from federal, state and county sources
- Authorize JN Services LLC to perform the Communications Specialist role as described in Policy 0021

NWS | BLACK MESA | AZ DFFM | COCO EM | CCSO | HOFD | NCSO | AZ EM | APS | ADOT

These info sources all offer direct feeds to individuals but most people do not subscribe.

EMAIL
TWITTER
FACEBOOK

Occasionally …
Tonto NF, Gila County
Other FD's, DPS
CoCo Public Works

FLFD

Radio/Scanner FB Website Twitter

FLOA

Website Email FB BB

**CCSO
Deputy McKeever**

FB Group

FACEBOOK WEB EMAIL TWITTER

PUBLIC

RESIDENTS — ABSENT OWNERS — OTHERS

PUBLIC
SOCIAL MEDIA
"NEWS" & "SHARING"

Forest Lakes Public Communications

ACTION PLAN

- ✓ Verified all social media log-in credentials; backed up on FLFD server
- ✓ Saved *social_media_records_management.pdf* to FLFD server in Records Retention folder
- Update FLFDAZ.com website; develop seasonal "evergreen" material
  - ✓ Fix broken links and outdated information
  - Update photos page and YouTube links
  - Update ABOUT page: personnel, equipment
- Complete a Records Retention Plan
  - ✓ basic approach established
- Delete old PIO Facebook page (not used since Rick Crabbs left) - https://www.facebook.com/flfdazPIO.18/
- Poll public on benefits of including Instagram
- Post info on FLFD social media as appropriate and timely
- Present status and plans to Board as required

OPEN ISSUES

- Need a policy for employee uses of social media
- Need a Records Retention Plan for social media
  - See "Social Media Records Management" training presentation from Arizona State Library
- Should we still promote scanners as a communications resource when all other comms fail?