

# Social Media – Strategic Plans for Emergency Communications





# Social Media



- My experience...

# Facebook



## Alberta Wildfire Info

30,680 likes · 42 talking about this

✓ Liked

Message \* ▾

Government Organization  
Info & discussion of wildfire status and risk, Alberta firebans, etc.



Photos



Likes



FAQ



Videos

3 ▾

About – Suggest an Edit

# Twitter



## Wildfire Management

@ABGovWildfire

Protecting Albertans and their communities from the threat of wildfire.

Report wildfires by calling 310-FIRE (3473)

Alberta · [srd.alberta.ca/wildfire](http://srd.alberta.ca/wildfire)

**688**  
TWEETS

**10**  
FOLLOWING

**3,240**  
FOLLOWERS



Following

# What are we posting?



- Wildfire information
- Prevention messaging

# Ask a wildland firefighter



*Alberta*  
GOVERNMENT

## BURNING ISSUES



# Wednesday's Wildfire Word



**Alberta Wildfire Info**  
August 28 ❄️

Wednesday's wildfire word is fire finder. Lookouts have a view range up to 40 km away, or the distance from downtown Edmonton to Stony Plain. A fire finder is a tool that helps a lookout observer find a wildfire's location, and sometimes the angle.



Unlike · Comment · Share

👍 37 💬 4 📄 1

**Alberta Wildfire Info**  
August 7 ❄️

Wednesday's wildfire word is chainsaw! A chainsaw is a portable mechanical saw usually powered by fuel. ESRD firefighters use chainsaws to remove unsafe trees and brush. Here's a photo of one of our firefighters using a chainsaw to remove a tree from a bridge in High River.



Like · Comment · Share

👍 39 💬 5



# Why should you use social media?





# Build your strategy



**Solihull Police** @SolihullPolice

19h

Not a scam: If you've committed a burglary in the Solihull area within the last week - come to our police station & claim a FREE iPad.

Expand

# Questions?



# Workshop Activity



- A factory in your town has caught on fire. Several residences and businesses have been evacuated and firefighters are on scene. Smoke is drifting low in the community and is causing poor visibility on the road.
- A truck has crashed and caused a gas line to break close to a major highway and the surrounding area must be evacuated. The evacuees are to go to the recreation centre and check in. A detour route has been established and motorists should expect slow traffic.

