

Tips & Tricks For Working With



BRITISH COLUMBIA
FireSmart[™]

Social Media



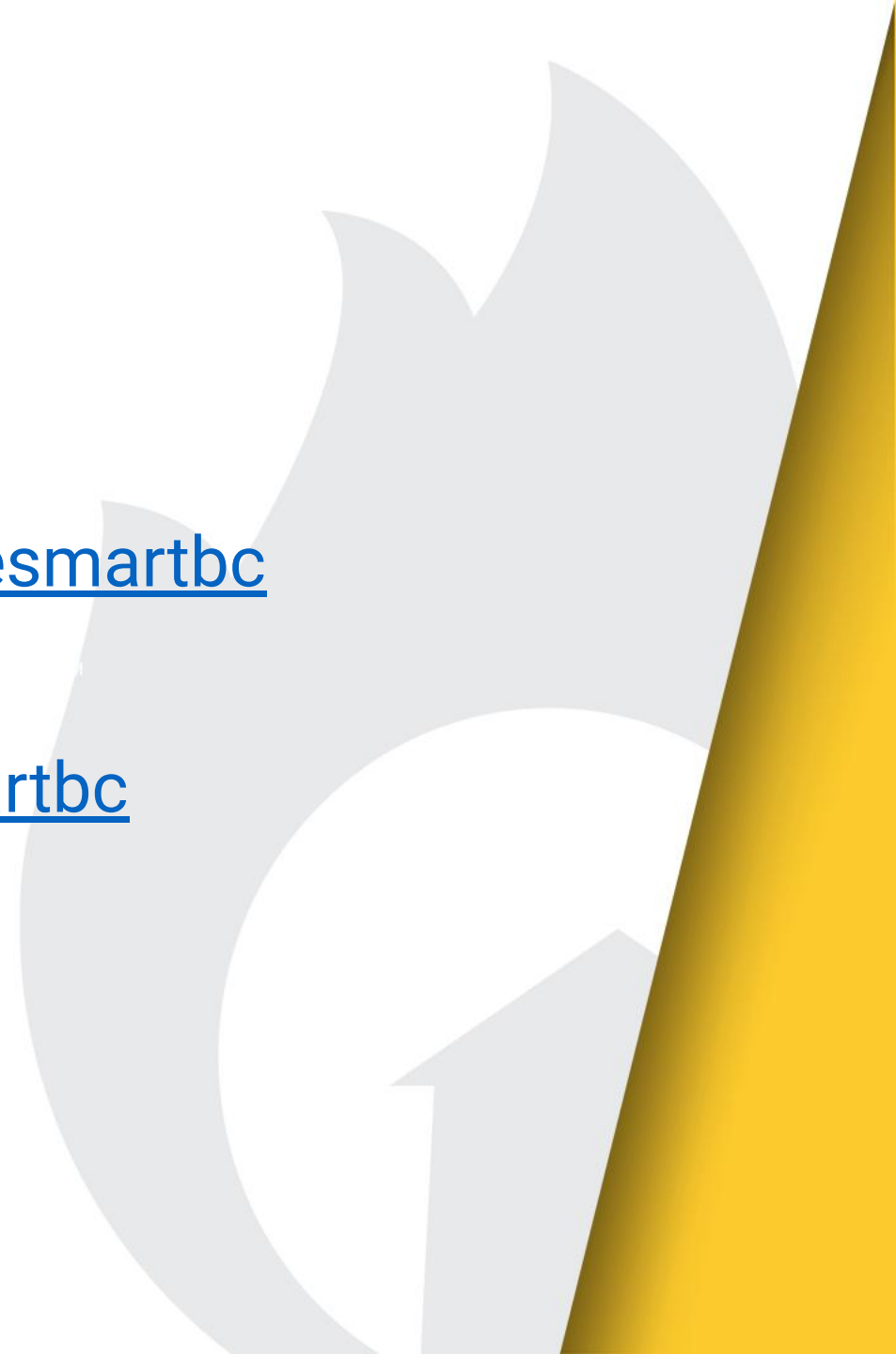
Social Media

Our Channels:

Facebook - <https://www.facebook.com/firesmartbc>

Twitter - <https://twitter.com/BCFireSmart>

Instagram - <https://instagram.com/firesmartbc>



Social Media

Types of posts

- FireSmart tips
- Resources
- Wildfire planning information
- [Testimonials](#) and neighborhood stories



Social Media

Tone of Voice

Informative, Encouraging, Urgent

Why we post

- To encourage homeowners and local communities to take action in building their resiliency and preparation for wildfire.



Social Media

Importance of sharing FireSmart BC posts

- Spreads message exponentially
- Leverages our content

Linking through to **FireSmartBC.ca**

- Allows people to discover further information
- Is a one-stop-shop for all of our programs and resources

Creating your own posts

- Focus on local community events, progress and wins
- Ensure graphics and messaging is on-brand
- Rely on existing resources and content



Branding Your Sub Pages

Consistent look and feel

- Allows your local community members to know they are following the correct page to get local information

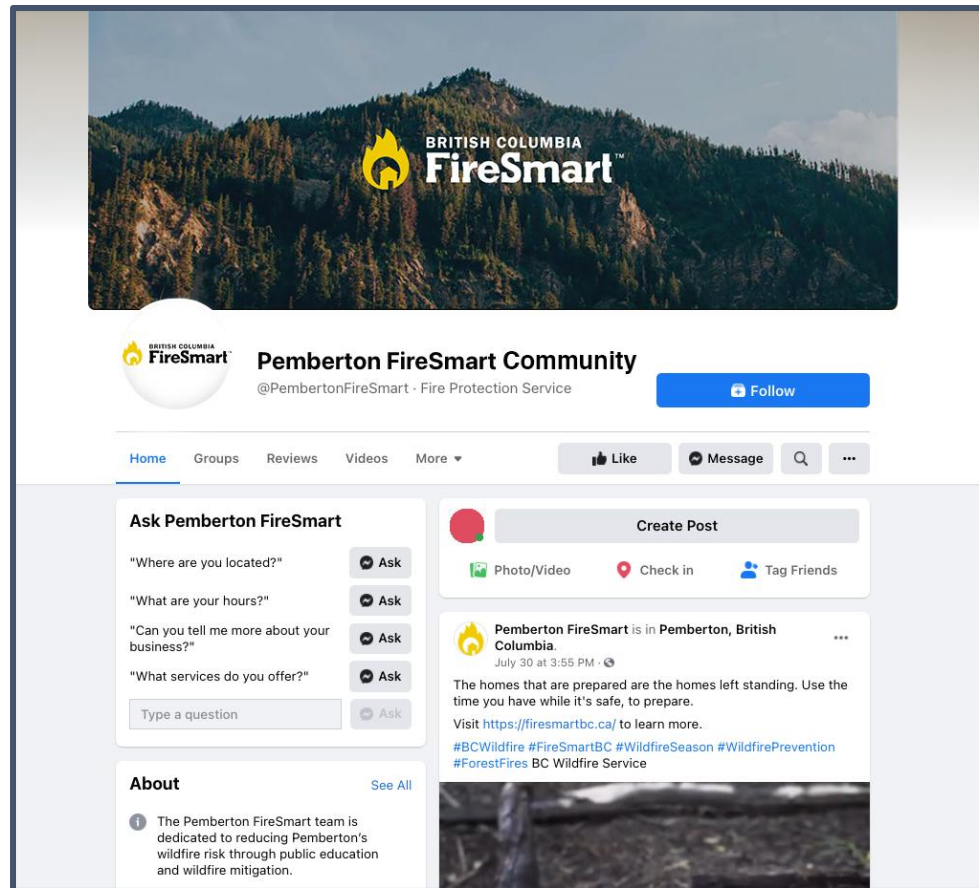
Elements to update

- Name - “Location FireSmart _____” (community, neighbourhood etc.)
- Profile Image
- Profile Header

Resources available at: www.firesmartbc.ca/toolkit

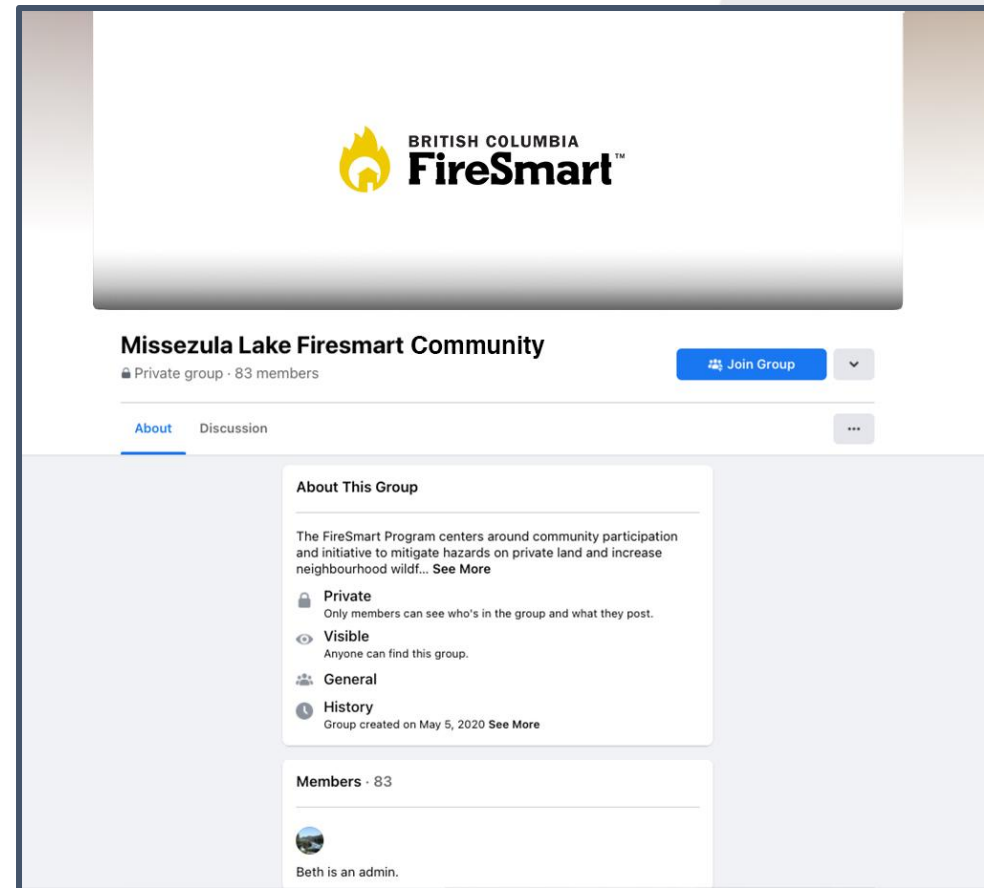
Example

Page:



The screenshot shows the Facebook profile page for the Pemberton FireSmart Community. At the top is a cover photo of a forested mountain with the FireSmart logo overlaid. Below the cover is the profile picture, which is the FireSmart logo, and the name "Pemberton FireSmart Community" with the handle "@PembertonFireSmart - Fire Protection Service" and a "Follow" button. A navigation bar includes "Home", "Groups", "Reviews", "Videos", and "More". Below this are buttons for "Like", "Message", and a search icon. On the left side, there is a "Ask Pemberton FireSmart" section with several questions and "Ask" buttons, and an "About" section with a "See All" link. The main content area features a "Create Post" button and a post from "Pemberton FireSmart" dated July 30 at 3:55 PM, which includes text about wildfire preparedness and a link to the FireSmart website.

Group:



The screenshot shows the Facebook group page for the Missezula Lake FireSmart Community. The cover photo is the FireSmart logo. The group name is "Missezula Lake FireSmart Community" and it is a "Private group" with "83 members". There is a "Join Group" button. Below the group name are tabs for "About" and "Discussion". The "About This Group" section contains the following information: "The FireSmart Program centers around community participation and initiative to mitigate hazards on private land and increase neighbourhood wildf... See More", "Private" (Only members can see who's in the group and what they post.), "Visible" (Anyone can find this group.), "General", and "History" (Group created on May 5, 2020 See More). Below this is a "Members - 83" section with a list of members, showing "Beth is an admin."

Toolkit



Toolkit

What is the FireSmart BC Toolkit?

- It is a helpful web portal which hosts everything you need to build your own FireSmart communications materials (web, social, physical)
- Includes: Video Links, Brand Guidelines, Key Resources/Links and much more!

To access the Toolkit visit www.FireSmartBC.ca/Toolkit

Let Us Learn From You

Tell us about your Toolkit experience:

- What Toolkit information your community/group finds valuable
- Additional ideas

Please email suggestions and feedback to info@firesmartbc.ca

Brand Guidelines



Brand Guidelines & Marks Use

Following brand guidelines and trademark directives ensures our messaging looks professional and consistent

Font

Neuzeit Grotesk or Arial

- Regular and Bold

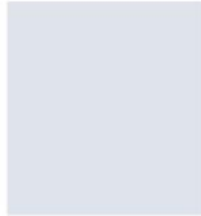


Color



Yellow
Hex: #EFCA00

Uses: Logo, buttons & hovers, accents, action items



Blue/Gray
Hex: #DFE3EC

Uses: Lighter backgrounds. Typically to make white boxes pop.



Charcoal
Hex: #212A34

Uses: Main text & high contrast backgrounds



Off-white
Hex: #F8FAFE

Uses: General background colour



Logo



BRITISH COLUMBIA
FireSmartTM



BRITISH COLUMBIA
FireSmart



Brand

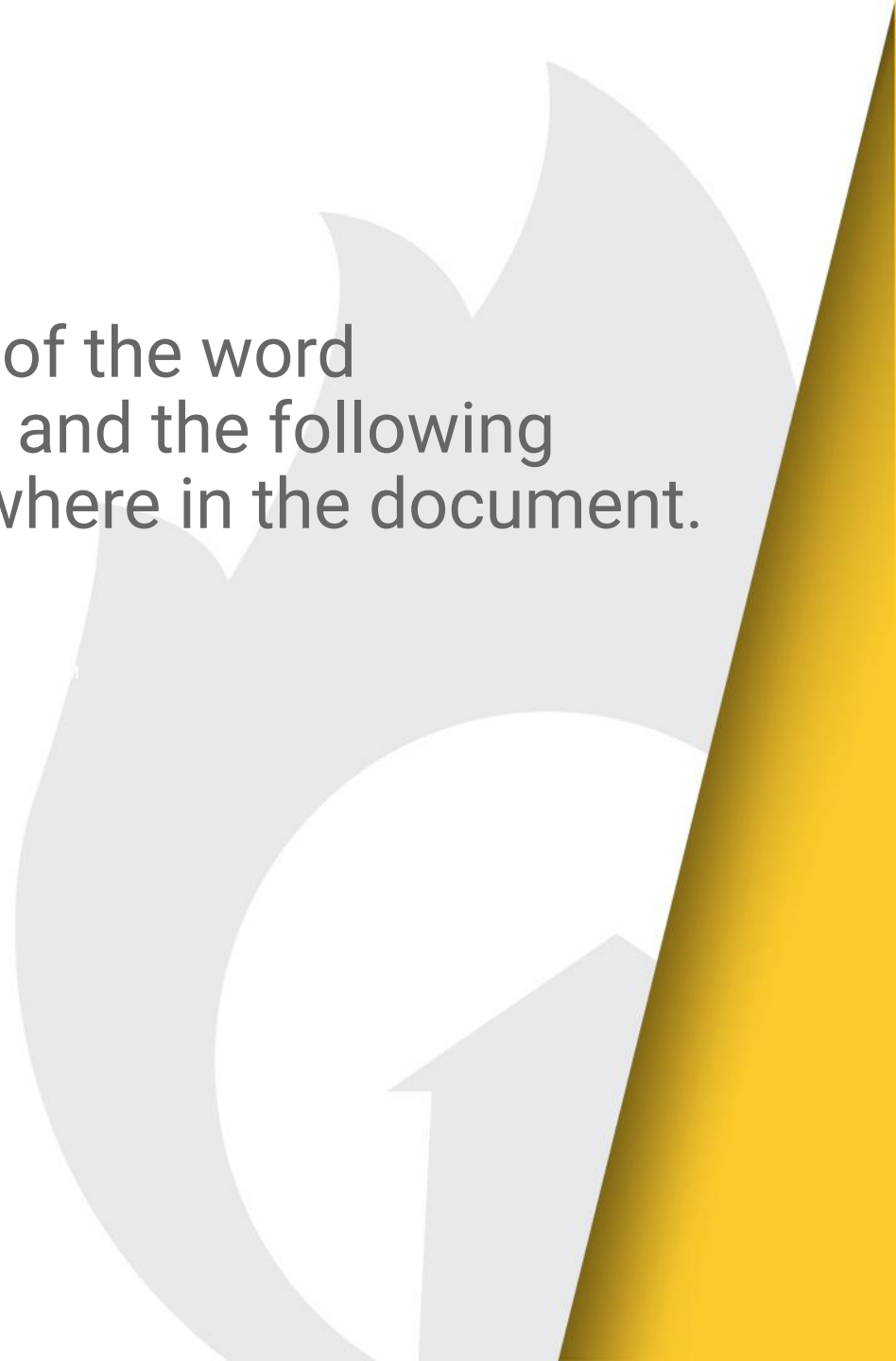
In brand documents/files the first instance of the word “FireSmart” must have a trademark symbol and the following language must accompany the logo somewhere in the document.

FireSmart™

Trademark Symbol

**FireSmart, Intelli-feu and other associated
Marks are trademarks of the Canadian
Interagency Forest Fire Centre.**

Trademark Language



Ember Graphics



Updated Website



Updated Website

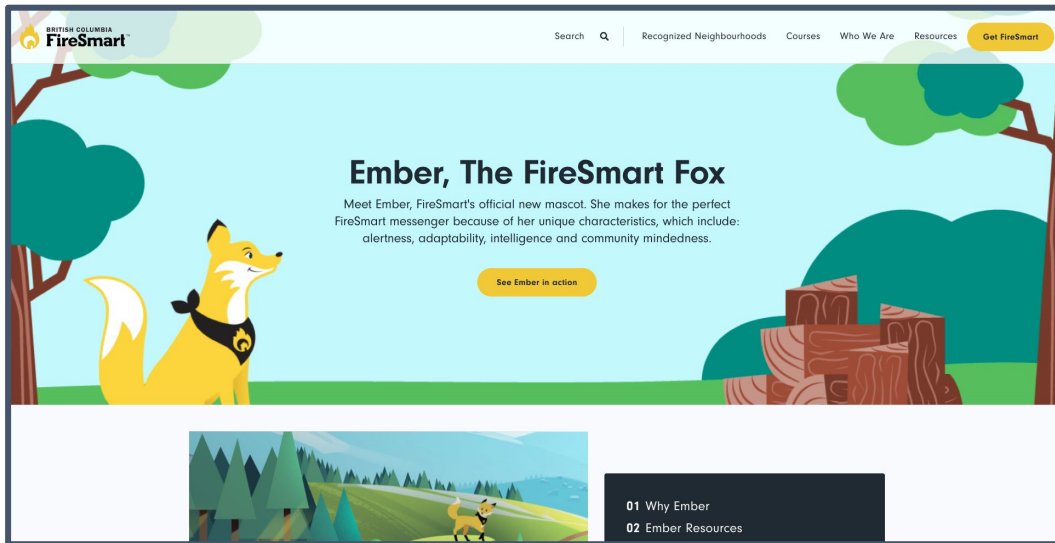
[Sneak Peek of the updated FireSmart Website](#)



Ember's Den

FiresmartBC.ca/Ember

- Build FireSmart appeal to audiences of all ages
- Educational Resources



Other Great Resources

[The Get FireSmart Podcast](#)

[FireSmart Homeowners Manual](#)

[The FireSmart BC Magazine](#)



The graphic features a smartphone on the left displaying the podcast's logo, which consists of a stylized flame above a microphone. The text on the phone screen reads "The Get FireSmart™ Podcast". To the right of the phone, the text "Episode 04" is displayed in a bold, black font. Below this, the text "Featuring: Amanda Reynolds (FireSmart BC)" is shown. Further down, the text "Listen on:" is followed by the logos for Apple Podcasts and Spotify. At the bottom of the graphic, the text "04: 'How Does FireSmart Work An... The Get FireSmart Podcast — April 8" is visible. The FireSmart logo, which includes a flame icon and the text "BRITISH COLUMBIA FireSmart", is located at the bottom right of the graphic.

Episode 04

Featuring:
Amanda Reynolds
(FireSmart BC)

Listen on:

04: "How Does FireSmart Work An...
The Get FireSmart Podcast — April 8

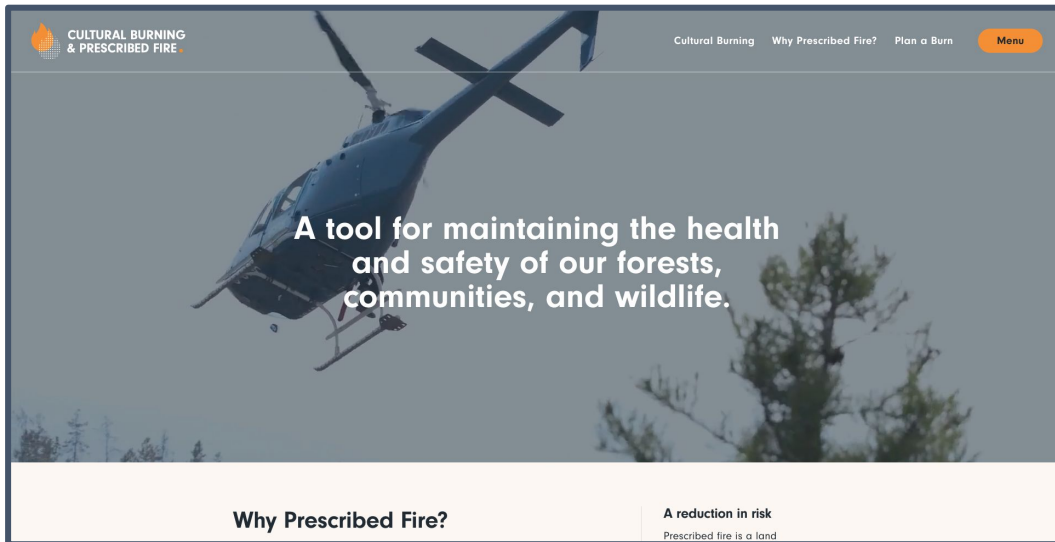




New Prescribed Fire Microsite

PrescribedFire.ca

- Information on the benefits and history of prescribed fire, as well as Indigenous cultural burning
- How to plan a controlled and approved burn



The graphic features a dark blue background with a yellow diagonal stripe on the left. On the right, there is a stylized, layered illustration of a house with flames rising from the roof, rendered in shades of blue and grey. The text 'Community Resiliency Investment Program' is written in a large, bold, white sans-serif font, stacked vertically on the left side of the image.

Community Resiliency Investment Program

Community Resiliency Investment - FireSmart Community Funding and Supports Program

FireSmart principles are effective and cost-effective however implementation can require some front-end spending.

Applicable to local govt and First Nations

Purpose of CRI Funding

- Lower front-end costs to communities
- Ensure broader access to funding
- Ensure earlier access to funding



Community Resiliency Investment - FireSmart Community Funding and Supports Program

FireSmart BC Conference, Okanagan (Spring 2022)

Travel, accommodation and conference registration fees to attend conference are eligible for CRI coverage (specify as a line item on CRI application form)

[Learn more and how to apply](#)

Deadline to apply: October 8, 2021

Q & A



**Thank you
for attending!**



info@firesmartbc.ca

FireSmartBC.ca