



BRITISH COLUMBIA

FireSmart

Social Media Handbook



Executive Summary

Over time, FireSmart principles have shown that they are effective at reducing the risk related to losses in the most extreme wildfire conditions.

To effectively reduce wildfire risk, it is important that the public gain a better understanding of wildfire risk and what it means to be FireSmart. That a few simple steps can contribute to increasing a property's, neighborhood and community's resilience to wildfire.

Given this information, FireSmartBC has set the following Social Media objectives:

1. Increase awareness about FireSmart BC and its disciplines.
2. Increase support for FireSmart BC through homeowner and community participation in FireSmart initiatives and Wildfire Community Preparedness Day activities.
3. Increase in the number of recognized FireSmart communities.



Executive Overview

Why Social Media and How Does it Work?

The public must see themselves as part of the prevention solution and not just see it as someone else's or government's responsibility. **Homeowners play an important role in wildfire prevention**; they are the ones that can directly reduce the risk of damage to their property by wildfire.

Social Media is a primary **community building** resource we use to spread the #FireSmartBC disciplines across British Columbia.

As community leaders, **you play a crucial role in spreading actionable FireSmart disciplines in your community**. Through sharing and engaging with FireSmartBC online, we can have a greater impact in developing fire resilient communities across British Columbia.

Social action at the individual level is what's needed to create wildfire resilient homes. Social media is a powerful tool to build community and initiate action in our communities.



Best Practices

How To Use Social Media to Engage Communities

We encourage the Social Media Manager of your organization spend time each week engaging with and supporting the FireSmart social communities. This includes liking, sharing, commenting and participating across all social channels. (Facebook/Twitter/Instagram) This interaction is crucial for FireSmartBC to access new audiences across British Columbia.

FireSmart BC content is designed to be highly sharable. This is done by publishing content that is designed to give practical and executable informational pieces and actionable homeowner resources. This enables community leaders to share actionable FireSmart insights to their personal and community networks.

On Facebook, when you see FireSmartBC content that is relevant to your community, share it to your community group or page.

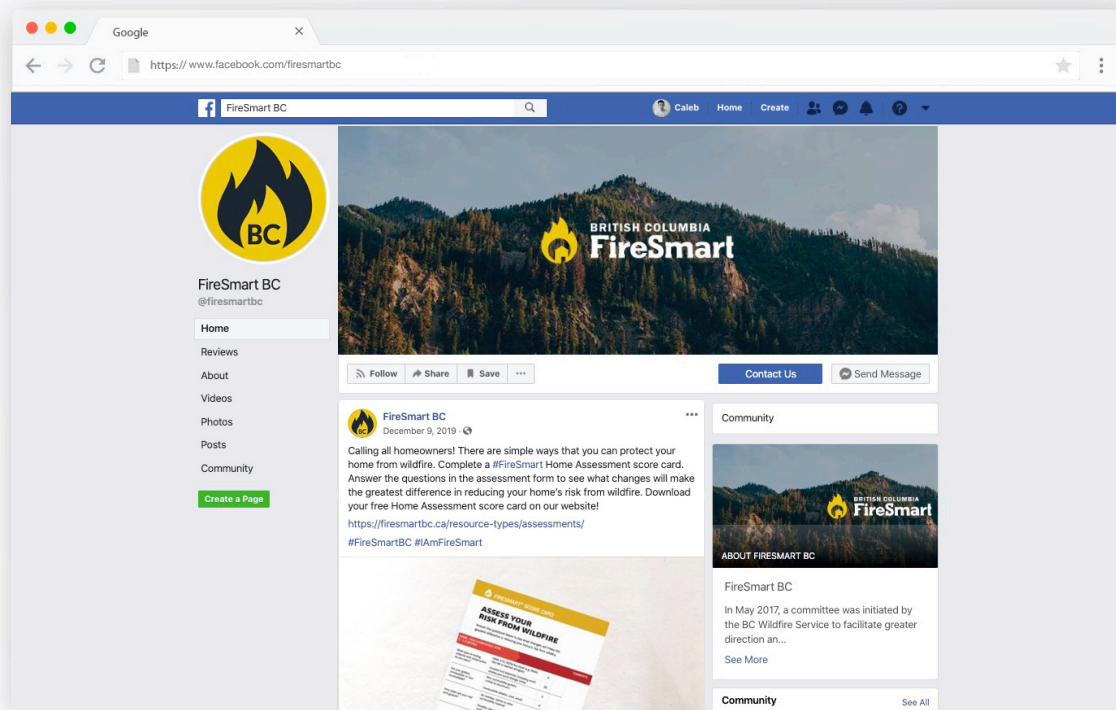
When possible, integrate hashtags into the sentence of your posts (ie. “The Rock Creek #FireSmartBC event happens this weekend” instead of “The Rock Creek FireSmart event...”). For hashtags where this isn’t possible, place those hashtags at the very end of the post.



Facebook

Best Practices On Facebook

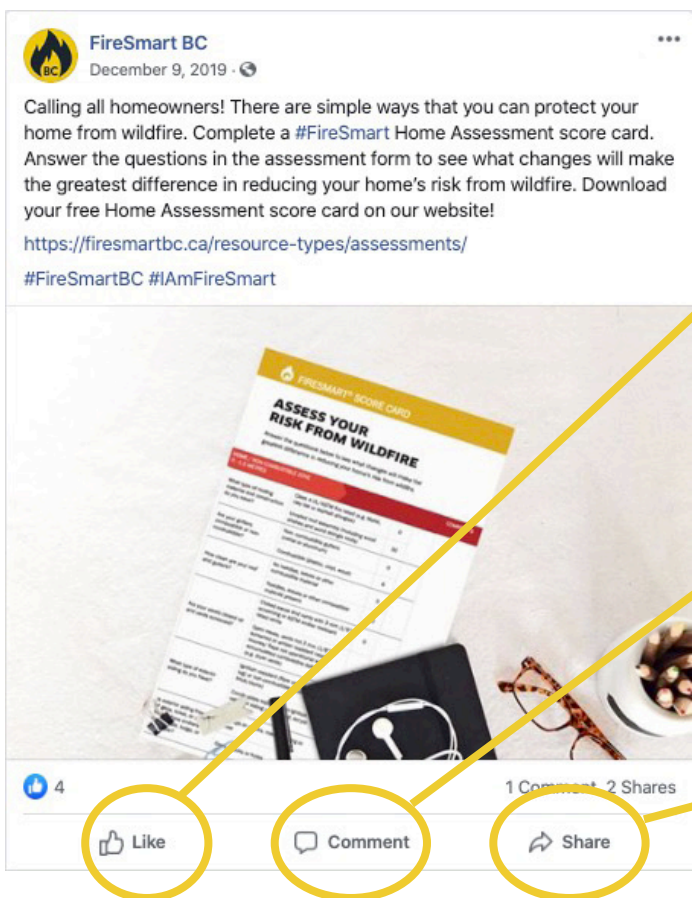
The FireSmart BC Facebook ecosystem is made up of BC FireSmart affiliates, committee members, residents and community leaders. You can find our Facebook page at [Facebook.com/FireSmartBC](https://www.facebook.com/firesmartbc).





Facebook

Best Practices On Facebook



Like:

This action promotes this post on Facebook organically.

Comment:


This action can be used to continue the conversation or tag stakeholders.

Share:

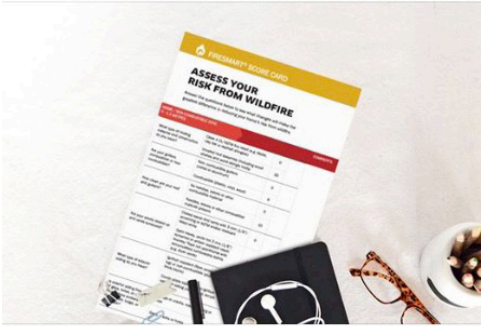
This action shares this specific post on your profile.



Facebook - Sharing

1.  **FireSmart BC**
December 9, 2019 · 🌐

Calling all homeowners! There are simple ways that you can protect your home from wildfire. Complete a #FireSmart Home Assessment score card. Answer the questions in the assessment form to see what changes will make the greatest difference in reducing your home's risk from wildfire. Download your free Home Assessment score card on our website!
<https://firesmartbc.ca/resource-types/assessments/>
#FireSmartBC #IAmFireSmart




4 1 Comment 2 Shares

Like Comment Share

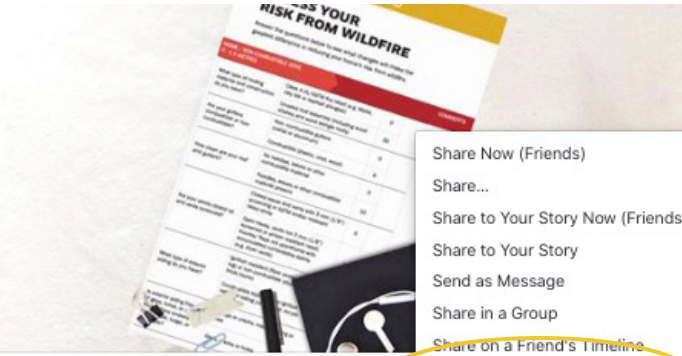
Most Relevant

Write a comment

2. 

4 1 Comment 2 Shares

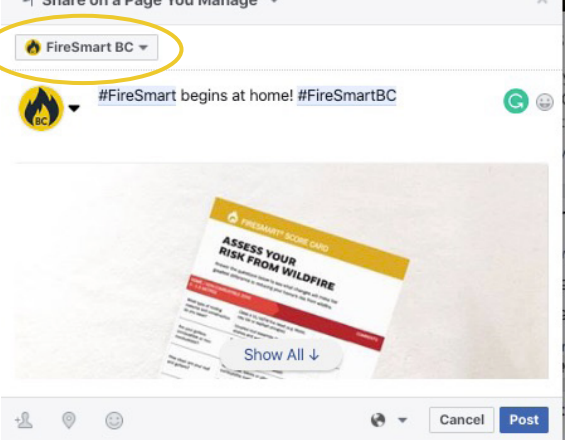
Like Comment **Share**

3. 

4 You and 3 others


- Share Now (Friends)
- Share...
- Share to Your Story Now (Friends)
- Share to Your Story
- Send as Message
- Share in a Group
- Share on a Friend's Timeline
- Share to a Page**


Like Comment Share

4. 

Share on a Page You Manage

FireSmart BC

 #FireSmart begins at home! #FireSmartBC



Show All ↓

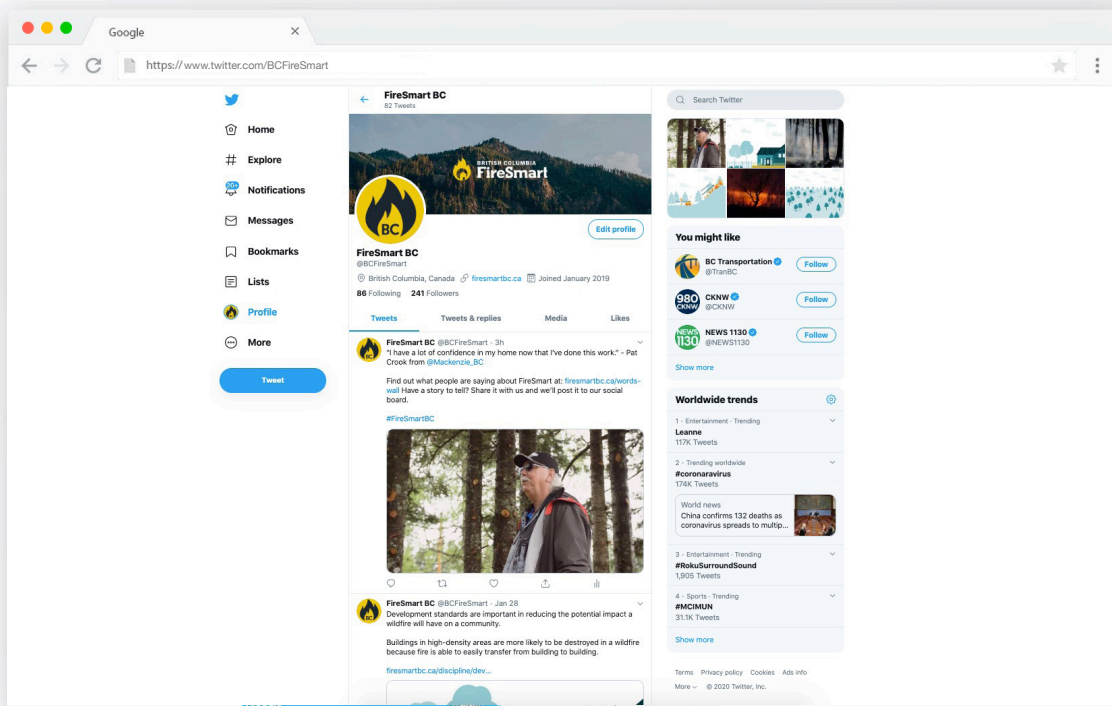
Cancel Post



Twitter

Best Practices On Twitter

The FireSmart BC Twitter ecosystem is made up of BC FireSmart affiliates, committee members, residents and community leaders. You can find the FireSmart BC Twitter page at [Twitter.com/BCFireSmart](https://www.twitter.com/BCFireSmart).





Twitter

Best Practices On Twitter



FireSmart BC @BCFireSmart · Dec 19, 2019

Have you started planning your Wildfire Community Preparedness Day event? Visit the #FireSmart Canada website for project ideas and apply now!

firesmartcanada.ca/programs-and-e...

#FireSmartBC #IAmFireSmart



Comment:

This action can be used to continue the conversation or tag stakeholders.

Retweet:

This action shares this specific post on your profile.

Like:

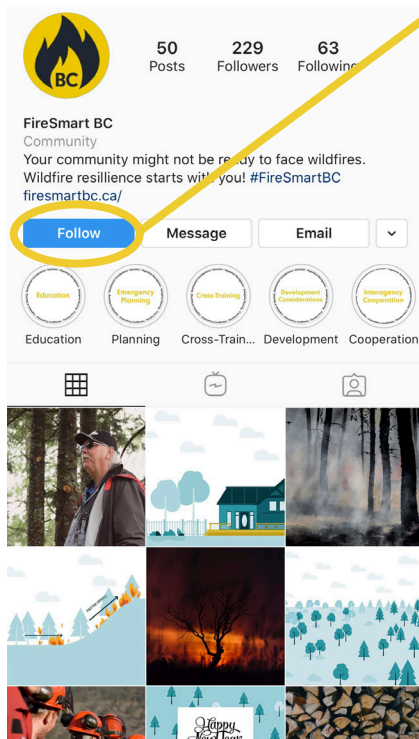
This action promotes this post on twitter organically.



Instagram

Best Practices On Instagram

The FireSmart BC Facebook ecosystem is made up of BC FireSmart affiliates, committee members, residents and community leaders. You can find the FireSmart BC Instagram page at [Instagram.com/FireSmartBC](https://www.instagram.com/FireSmartBC).



Follow:

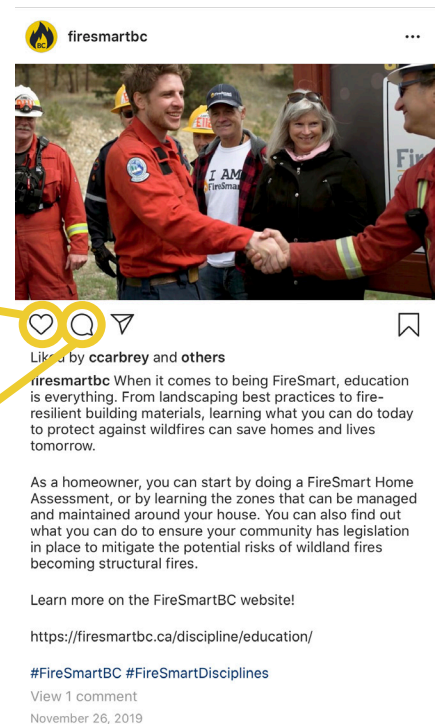
This action to connect with FireSmartBC on Instagram.

Like:

This action promotes this post on twitter organically.

Comment:

This action can be used to continue the conversation or tag stakeholders.

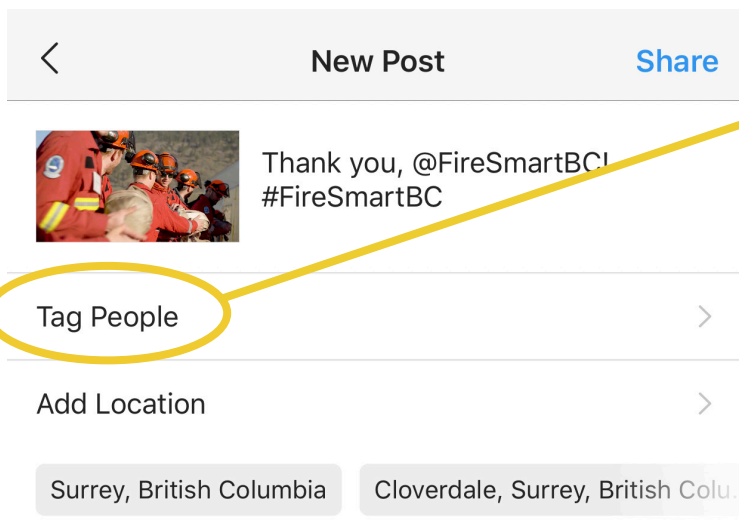




Instagram

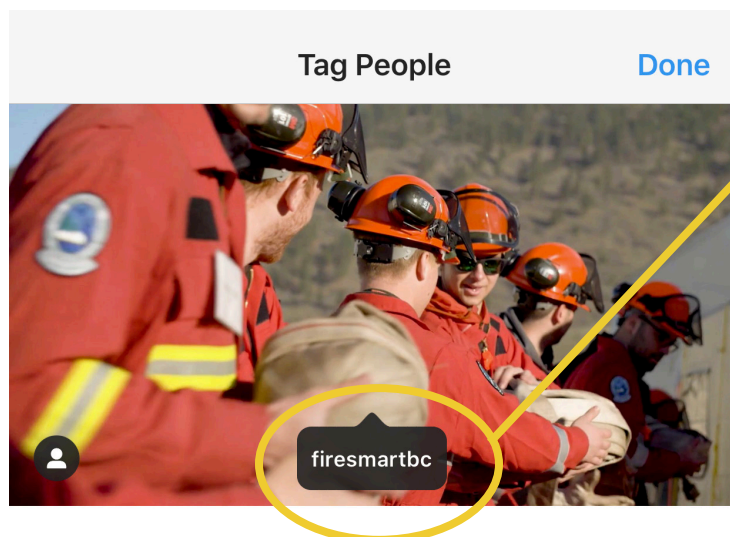
Best Practices On Instagram

Tag @FireSmartBC in all your FireSmart Instagram photos!



Tagging:

When sharing with your community about homeowner tips, the FireSmart disciplines or a local FireSmartBC event, tag @FireSmartBC.



@FireSmartBC:

This action will develop the FireSmart Instagram community and let us know about your FireSmarting activities.



#FireSmartBC

As fires have increased in B.C. in the past decade, the need for preventative measures has never been greater. With FireSmart's seven disciplines, even the most fire-prone areas can be protected and preserved.

We're excited to continue spreading the FireSmart disciplines on all the major social platforms. Come follow along!



Facebook

@FireSmartBC



Instagram

@FireSmartBC



Twitter

@BCFireSmart





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