**Social Media Resources on the NIFC PIO Bulletin Board** <http://www.nifc.gov/PIO_bb/social_media.html>

**Official Fire Information Logo** - <http://www.nifc.gov/PIO_bb/sm/FireInfoLogo.docx> and <http://www.nifc.gov/PIO_bb/sm/OFIlogo.jpg>

**How Tos**

**2013 PIO Incident Organizer (Includes Sample Multi Media Protocol)** - <http://www.nifc.gov/PIO_bb/nps.html>

**HowTo.gov Social Media How Tos** - <http://www.howto.gov/social-media>

**How Tos for PIOs** <http://www.nifc.gov/PIO_bb/pio_documents/HowToDoc.docx>

**Ordering A MultiMedia PIO** - <https://docs.google.com/document/d/1aQETz4I9DSpfS3NH6YmVbaiKrXHOhUUD_P_bW9azfY4/edit>

**MultiMediaChecklist** - <https://docs.google.com/document/d/1_VgaUAFA5UCanPcbz0_vpguN4BYNDeXzOTL-sXhC20o/edit>
 **Monitoring** - <https://docs.google.com/document/d/1Xf75ag4aGSLsD79lK95725CLKosMAuoYmvTo04N7jZY/edit>
 **Guidelines For Posting And Commenting** - <https://docs.google.com/document/d/1doYMdBxaz0lrCFARljmGW00FC0ItHIg3FD1--JtWRb8/edit>

**Autopost Inciweb RSS to Twitter** - <https://docs.google.com/presentation/d/11BUG5h43fBOQK-SAsYwVJklumct83yYvYbJaTXTMmtw/edit>
 **Autopost To Incident Specific Social Media** - <https://docs.google.com/document/d/1Ugxecl0UZy_Og3RvzkzraCrVzJyaP1IBsfYe8NSPNJw/edit>
 **Convert Gmail To PD**F - <https://docs.google.com/open?id=0B5YiThbEXE0FS3ZpZzBUd19Gemc>
 **Dlvr.it** - <https://docs.google.com/open?id=0B5YiThbEXE0FR2I3aDFKQkNnMFk>
 **E-mail** - <https://docs.google.com/document/d/1B9HhQOTaC9b6yuwOkvtFoGEta19JteNd1oc0a-jf8Io/edit>
 **FAMWeb to View 209s** - <https://docs.google.com/document/d/13lAEc1WwxWddmBXpHsSxaczBIC4e2St6G9KFWmLoe-Y/edit>
 **Flickr** - <https://docs.google.com/document/d/1lCfKnYN26pKjOPT0hhzgE1vMf1XVIUBUvMtzevII2Vg/edit>
 **Google Documents** - <https://docs.google.com/document/d/1usmH5TqYTbulr3c_attE3hekB910BufMRvwui3N4AiQ/edit>
 **Google Earth** - <https://docs.google.com/presentation/d/1fHf4L0LKLej7ML9JhV03yaYzdj8_dwedBZKcUynYCww/edit>
 **Group Text** - <https://docs.google.com/document/d/1_5ax2S6ozBrwatErHw2S--p90wGKNgc7JBvf9Ypl2Xg/edit>
 **IMTCenter -** <https://docs.google.com/document/d/14eIx09ZWbHLgJQbzss--NnDhh9LdJzTko_bAgIZrAvg/edit>
 **IMT Twitter** - <https://docs.google.com/document/d/1lxjF_g1WA5gg7f0Bv3HQJUFfk7gkmQTsreRQPqTarkw/edit>
 **Inciweb** - <https://docs.google.com/document/d/1zBNicU_3XgDy-ZRgirWDSMJJNYrUlNV02BlViFJy3OY/edit>
 **Maps** - <https://docs.google.com/document/d/1RTO2mHHWbFxxrRpWCXl2Y84uyj4jYLIeKP2T5XLg_nc/edit>
 **NM Fire Restrictions** - <https://docs.google.com/document/d/1KIzZLpniHXqHR1D1J7YEEyZZ4RTuOaPmSqzEJJHNz1o/edit>
 **NMFireInfo Blog** - <https://docs.google.com/document/d/1jiQpekiVGjz3f37YAsj-ayutED4MjSKuGMykNaKliGg/edit>
 **NMFireInfo-Facebook** - <https://docs.google.com/document/d/18f_q1Atp59ih55Haj94qi56XPwz6Glt7uG-JFHDuv40/edit>
 **NMFireInfo Flickr** - <https://docs.google.com/document/d/1LK1123gnfmrK83CvYg539hjFinxkWjW0Dp6iUhqKj04/edit>
 **NMFireInfo Twitter** - <https://docs.google.com/document/d/1ma8qaWV8fHXtFdlz_VkxSSbp5RJEDthHh3do9v4oiKg/edit>
 **QR Code** - <https://docs.google.com/open?id=0B5YiThbEXE0Fd052VUxNd0R3OGc>
 **Receive Tweets as Text Messages** - <https://docs.google.com/document/d/1Hldf40tVuxFi4wPXrkVTJmUKfqsjLuWQcGj4nJRzA-s/edit>
 **View Wildland Fire Data in Google Earth** - <https://docs.google.com/document/d/1OuGVE5gQgCDfnqbQfW5vKcl2BS20ROlWajQRggGQRJE/edit>

**Sample Wildland Fire Leadership Program Blog Policy -** <http://www.fireleadership.gov/committee/reports/Blog_Policy_Jan2010.pdf>

**NIMO Social Media How-To Manual for Incidents** (March 10, 2010) <http://wildfiretoday.com/documents/NIMO_Social_Media_Guide_1a.pdf>

**New (er) Tools**

**Ustream** - <http://www.ustream.tv/>

**Ustream on Facebook** - <http://www.ustream.tv/facebook>

**QR codes** – <http://en.wikipedia.org/wiki/QR_code>

**Avenza PDF Maps** - <http://www.myfirecommunity.net/discussionimages/NPost12042Attach2.pdf>

**Groupme** - <https://groupme.com/>

**Google Voice** - <https://www.google.com/voice>

**Wildland Fire Information Apps**

* Red Cross Wildfire App <http://www.redcross.org/mobile-apps/wildfire-app>
* FireWhat Wildfire Info App <http://www.firewhat.com/app/>
* US Fires App <https://itunes.apple.com/us/app/us-fires/id430139400?mt=8>
* CO Wildfire Watch App <https://itunes.apple.com/us/app/colorado-wildfire-watch/id547746861?mt=8>
* FEMA App <http://www.fema.gov/smartphone-app>

**“My Phone Is On Fire: Fire Apps”** 2012 Central Florida Prescribed Fire Council presentation by Mindy Moss, C.B.M.; Legacy Forestry Services <http://cflag.ifas.ufl.edu/CFPFC_2012/FireApps.ppt>

**Learn More about Mobile Technologies in Fire and Aviation Management** - <http://www.myfirecommunity.net/Neighborhood.aspx?ID=1066>

**Training**

**LA Fire Department PIO Brian Humphrey’s Best Practices for Social Media, 10 min video** (Uploaded Mar 4, 2011) <http://www.youtube.com/watch?v=Zt-__n54wPE&feature=youtu.be>

**IS-42 Social Media in Emergency Management, free, 3hr, online training** <http://training.fema.gov/EMIWeb/IS/is42.asp>

**Classroom Social Media for Natural Disaster Response and Recovery (PER-300), free, 1 day course**

**Overview:** <https://ndptc.hawaii.edu/training/catalog/8> **and Schedule -** <https://ndptc.hawaii.edu/training>**)**

**Free, Online HowTo.gov Social Media Training** - <http://www.howto.gov/training>

**Free, Online FEMA Emergency Management Institute social media webinars** - <http://training.fema.gov/EMIWeb/webinars/>

**Social Media and E-Tools in Incident Information Course at the AZ Wildfire Academy**, **March 10-11, 2013** <http://www.azwildfireacademy.org/courses.html>

A recording of the **February 23, 2013 Strategic Use of Social Media on Incidents webinar** by Kris Eriksen and Michelle Fidler, along with the powerpoint and a PDF handout of all the links mentioned, will be posted on the NIFC PIO Bulletin Board <http://www.nifc.gov/PIO_bb/webinar.html>

[**How to autopost Inciweb article RSS feeds to unit or IMT Twitter Accounts**](http://www.nifc.gov/PIO_bb/InciWeb/AutopostInciwebRSS-Twitter.pptx)**, a PowerPoint overview (2012)** by Michelle Fidler - <http://www.nifc.gov/PIO_bb/InciWeb/AutopostInciwebRSS-Twitter.pptx>

**A SIMPLE (Strategize, Implement, Monitor, Plan, Leverage and Evaluate) Strategy to Social Media** presentation by Michelle Fidler in the Strategic Thinking, Strategic Speaking PIO Pre-season Webinar (April 25, 2012) <http://www.nifc.gov/PIO_bb/webinar.html>

* PowerPoint Presentation - [.pptx](http://www.nifc.gov/PIO_bb/webinar/PIO_2012_Final.pptx) or [PDF](http://www.nifc.gov/PIO_bb/webinar/PIO_2012_Final.pdf) and Webinar Recording - .[wmv](http://www.nifc.gov/PIO_bb/webinar/2012-PIOWebinar.wmv) (81 MB)
* [Questions and Answers from the Webinar](http://www.nifc.gov/PIO_bb/webinar/WebinarQA2012.pdf)
* [Guidelines: Firefighter Photography, Video and Social Media Use](http://www.nifc.gov/PIO_bb/webinar/photo_video_NIFC.pdf)

**Using Social Media on Incidents** **presentation** by Brie Magee and Jennifer Strickland in the Fired Up - PIO Pre-season Webinar for 2011 (February 24, 2011) <http://www.nifc.gov/PIO_bb/webinar.html>

* [Webinar](http://www.nifc.gov/PIO_bb/webinar/FiredUp-20110224-cmb.wmv)
* [Powerpoint](http://www.nifc.gov/PIO_bb/webinar/FiredUpWebinar.pptx)

**DHS First Responder Communities of Practice Virtual Social Media Working Group Social Media Strategy** - <http://www.nifc.gov/PIO_bb/sm/SocialMediaStrategy.pdf>

**Interagency Lessons Learned on Using Social Media on Wildland Fire Incidents (March 2012)** - <http://www.nifc.gov/PIO_bb/sm/SM_lessonslearned.docx>

**Fire and Social Media: Managing for Multiple Objectives** (2010 NIFC Burning Issues Newsletter)

<http://www.nifc.gov/aboutNIFC/about_documents/newsletter/bi_social_media.pdf>

**Social Media for Incidents How-To Sharing Session videos** (February 2010)<http://www.youtube.com/playlist?list=PL758F6B7A957917B2>

**Virtual Operations Support Teams (VOST)**

**Virtual Operations Support Teams (VOST) - The Basics Webinar** - <https://webmeeting.nih.gov/p88541552/>

**How VOSTs/IMTs work together –1 hr webinar** <https://webmeeting.nih.gov/p88541552/>

**VOST questions answered** - <http://vosg.us/>

**Barry Point Lessons Learned in Social Media (August 2012)** - <https://docs.google.com/file/d/0B5YiThbEXE0Fa0RkYzBtNUQzR0E/edit?usp=sharing>

**Trial By Fire: The Deployment of Trusted Digital Volunteers in the 2011 Shadow Lake Fire** - <http://www.nifc.gov/PIO_bb/sm/TrustedDigitalVolStDHPalen.pdf>

**2012 Eriksen VOST Protocol** -

<https://docs.google.com/file/d/0B5YiThbEXE0FSlh4bDR5alZ0NjQ/edit?usp=sharing>

**Agency Guidelines**

**NWCG Memo on Off-Site/Remote Incident Assignments** – <http://www.nwcg.gov/general/memos/nwcg-013-2011.pdf>

**Guidelines: Firefighter Photography, Video and Social Media Use** - <http://www.nifc.gov/PIO_bb/webinar/photo_video_NIFC.pdf>

**USDA** 2013 USFS Social Media Guidelines -

<https://docs.google.com/file/d/0B5YiThbEXE0FNVJ0MXQwTnBYN2c/edit?usp=sharing>

Social Media Tools and Resources - <http://www.usda.gov/wps/portal/usda/usdahome?navid=USDA_STR>

USDA Photography Policy - <http://www.ocio.usda.gov/directives/doc/DR1480-001.htm>

**DOI** DM Part 386 (Web Management) Chapter 3 (Web Standards and Guidelines) -

<http://elips.doi.gov/elips/0/doc/1326/Page1.aspx>

DOI Social Media Policy - <http://www.doi.gov/notices/Social-Media-Policy.cfm>

DOI Social Media Guidebook (pdf, 260k) - <http://www.doi.gov/notices/upload/DOI-Social-Media-Guidebook.pdf>

**BIA**-NIFC Social Media Policies & Guidance – (internal link available to BIA employees only) -

<http://inside.bia.gov/socialmedia/index.htm>

**BLM** New Media Guide - <http://www.blm.gov/wo/st/en/info/socialmedia.html>

**NPS** Social Media Resources (internal link available to NPS employees only) –

<http://share.inside.nps.gov/sites/Web/Pages/socialmedia.aspx>

**USFWS** 115 FW 1 Official Public Communications – General Policy & Procedures- <http://www.fws.gov/policy/115fw1.html#sec114> & Blog Policy -<http://www.fws.gov/policy/115fw9.html>

Social Media Resources <http://www.fws.gov/home/socialmedia/>

**Got Skills?**

If you have social media skills and would like to be added to a list of PIOs with social media skills that’s shared with the lead PIOs for the Type 1 Incident Management Teams, please send the following info to Michelle\_Fidler@nps.gov

* Name as it’s listed in ROSS?
* PIO Qualification? (ex. PIO2t)
* Are you an AD?
* Social Media Skill -Lead, Advanced, Intermediate, Beginner?
	+ Beginner = Have Training and/or Have Tried Using Social Media Tools
	+ Intermediate = Comfortable Using a Variety of Social Media Tools
	+ Advanced = Regularly use social media tools for personal, office, or incident us
	+ Lead = Able to lead a social media group on an incident
* GACC? Not sure - look it up at <http://gacc.nifc.gov/>
* Home Unit? (ex. AZ-SAP) Not sure - look it up at <https://www.nifc.blm.gov/unit_id/Publish.html>
* Dispatch Unit? (ex. AZ-TCD) Not sure - look it up at <https://www.nifc.blm.gov/unit_id/Publish.html>
* 3 letter Jetport code? (ex. TUS) Not sure - lo[ok it up at http://www.world-airport-codes.com/](http://www.world-airport-codes.com/)
* Phone Number(s)?
* E-mail(s)?
* Description of Social Media Experience

**Presenter Contact Information**

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NPS Fire Communication and Education Specialist

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520-733-5136

**Kris Eriksen**

NIMO Portland Team PIO

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907-335-2629

**Stay Connected**

* Log into Facebook.com and join the Wildland Fire Public Information Officers Group (<https://www.facebook.com/groups/WildlandPIO/>)