



BLM Fire Social Media Best Practices

Social Media Rules and Best Practices:

1. Consult the DOI Social Media Policy before getting started.
2. Only post information that is publicly available and factual.
 - » Be transparent, but do not engage in arguments or debates.
 - » Cite your sources and use hyperlinks.
3. Use a conversational tone, but remain professional. Your posts represent your agency or Incident Management Team. Encourage engagement from your followers.
4. Time your posts to stay relevant. Remember:
 - » The average lifespan of a post on X (formerly Twitter) is 15 to 30 minutes.
 - » Facebook stories don't fade with time. It's a good idea to post with a plan, giving consideration to time of day, day of week, and when the last time you posted was.
5. Identify opportunities for professional relationships with online influencers. It is important to follow individuals who are already talking about fire safety in order to leverage their influence and provide them with useful and real-time information. In doing so, you will build online followers who become loyal fans and advocates.
6. Give credit where credit is due. As a courtesy, add the name of who took the photo or video you are posting; however, if a federal employee shoots video or takes a picture while on duty, regardless of if a government supplied camera was used or a personal camera was used, credit should be given to your specific agency as well. For example: "Photo by John Smith, BLM Fire."
7. Engage your audience. Respond to comments and questions on posts in a timely manner, but do not spend more time than the response is worth.
8. Watch your content. Make sure it is: 508 compliant; managed for Federal records; meets rules pertaining to personally identifiable information (PII); and does not violate commercial advertising restrictions.
9. Maintain security. It's important that only authorized employees have access to your social media accounts.
10. What to do when things go wrong:
 - » Remain calm. Report it to your supervisor who may need to consult with the Office of Communications at the Department of the Interior. Take a screenshot of the post so you can use it in your debriefing later and in case it is deemed a federal record.
 - » Move on...don't dwell, and avoid trolls as much as you can.
 - » Review the incident with your social media team. What went wrong? What went right? How can you improve your policies, practices, training, or response going forward?