

## Public & Official Use of Wildland Fire Photos/ Video

**Firefighters:** With the ability to transmit information and images across the globe instantaneously, it has never been more important for firefighters to conduct themselves professionally both on and off duty. Activities that distract from firefighters' situational awareness may place them in danger or threaten the safety of others working around them. A picture is not worth the risk of losing situational awareness. Team 5 trusts the judgments of firefighters and empowers them to take responsibility for their own actions, recognizing they are the best ones to determine when a safe and appropriate time is to take photos / videos.

Pictures/ video help information officers tell the story of what is taking place on an incident. Information officers have traditionally depended on assistance from Team members and line personnel to provide them with photos and videos to help them tell the incident story. To facilitate this relationship, Team 5 encourages photos and video footage taken during the incident be shared with the information officer to be used as appropriate.

## Team 5's Facebook & Other Social Media Pages

Team 5 maintains a Facebook and Twitter page. The intended audiences for those tools are team members, firefighter families, and the wildland fire management community.

- Incident Information may be shared from an official information source (Agency or Incident Facebook page) to the Team's FB page, but the Team's FB page should not be used to provide the incident information during an incident.
- Pictures related to Team 5 may be sent to the Team's Information Officer. If appropriate, the Information Officers will post pictures and team information to the Team's sites with a credit line to give photo recognition.
- When Lead Information Officers transition, social media account information will be transferred to the next Lead PIO to ensure continuity and consistency.

## Personal Use of Wildland Fire Incident Photos/ videos

Firefighters and other personnel may post information, photos, or videos about work-related activities on personal social media accounts or websites *outside of work hours*. **However**, firefighters must be mindful of posting work-related information or activities on their personal social media accounts or websites. These activities reflect on the professionalism of their crew, the Team, and the overall reputation of the wildland firefighting community.

**ALL fire personnel employed by the incident will follow these principles when using social media, cell phones, texts and other communication services in a non-official/personal capacity:**

- **Individuals will NOT discuss any agency or bureau related information on Facebook or other social media venues, including cell phones and text messages, that is not *already* considered public information.** *This is especially important when internal incident within an incident information is available.* The discussion or sharing of such information outside the incident via social media, phone calls, texts or other means is strictly prohibited until it becomes public information. Failure to comply may result in disciplinary action.
- **If you identify yourself as a wildland firefighter or have a public facing position for which your association is known to the general public, ensure your profile and related content (even if it is of a personal and not an official nature) is consistent with how you wish to present yourself as a professional, appropriate with the public trust associated with your position.** Pictures that violate safety standards or reflect poorly on the wildland fire community hurt not only your reputation, but all firefighters since the general public does not see agency affiliations.
- **When in doubt, stop.** If a firefighter has a question about a photo taken on the incident he or she wishes to post when off duty, please discuss it with Fire Information personnel. Remember, it is the responsibility of *every* firefighter to maintain the entire organization's reputation, regardless of agency or entity.