


Reaching the Digital Audience through Social Media Marketing

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Certification Statement

I hereby certify that this paper constitutes my own product, that where the language of others is set forth, quotation marks so indicate, and that the appropriate credit is given where I have used the language, ideas, expressions, or writings of another.

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A handwritten signature in black ink, appearing to be "A. B. C.", written over a horizontal line.

Abstract

The problem was that Sioux Falls Fire Rescue (SFFR) did not use social media as an effective marketing tool and in return was not reaching the digital audience. The purpose of the research was to identify a strategy to use social media as an effective marketing tool to reach the digital audience. Descriptive research with procedures that included literature review, an internal questionnaire of SFFR members, an external questionnaire of the International Association of Fire Chiefs (IAFC) Executive Fire Officer (EFO) section, and personal interviews with local marketing and advertising executives, specializing in digital marketing, were used to identify an overall view of the use of social media within SFFR, the fire service and private industry. Based on the author's descriptive research, four key questions were answered.

1. What types of social media are used for marketing purposes?
2. What is the audience which can be reached through social media marketing?
3. What kind of objectives can SFFR meet through social media marketing?
4. How should SFFR use social media to reach its digital audience?

The results of this research was a breakdown of social media platforms, demographics of a digital audience, objectives which can be reached through social media marketing and the strategy to reach the digital audience. The recommendations were to devise a comprehensive strategy which utilizes multiple social media platforms to schedule posts, cross post and increase overall interaction with the digital audience to increase friends, followers and community. These friends, followers and community are the general public which SFFR and the fire service serves and protects.

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Introduction

In business, brands are promoted through marketing and advertising. Marketing is the activities that are involved in making people aware of a company's products, making sure that the products are available to be bought, etc. ("Marketing | Definition of Marketing by Merriam-Webster," 2015). Advertising is the action of calling something to the attention of the public especially by paid announcements. ("Advertising | Definition of Advertising by Merriam-Webster," 2015). Of the many strategies used in business for marketing and advertising, social media marketing is one of the fastest growing strategies used to reach the digital audience. The digital audience are the people who watch, read, or listen to something using computer technology and the internet with such devices as computers, tablets, smart phones and smart televisions. In the United States, 84% of American adults use the internet. (Perrin & Duggan, 2015) As of January 2014, 74% of online adults use social networking sites. ("Social Networking Fact Sheet | Pew Research Center," 2015) The users of these social networking sites are the digital audience which business is marketing to promote their products.

The fire service has used marketing strategies in the past to promote fire safety and public service announcements to inform the public. Vary rarely though will the fire service use paid advertising to market itself or its services. With the economics we live and work in today, it wouldn't be prudent for a public service entity such as the fire service to use budget dollars paid by taxpayers to promote itself to those same taxpayers. Business, however, is able to budget the money for advertising and marketing due to the fact that their direct survival depends on the sales of its products to the public. Business has also learned how to leverage social media to advertise and market its brands and products. Unlike business, the fire service has not effectively

leveraged social media marketing. Because the fire service has not effectively used social media marketing, they are missing an opportunity to reach the digital audience to promote their brand and image without using budget dollars.

The problem was Sioux Falls Fire Rescue (SFFR) did not use social media as an effective marketing tool and is not reaching the digital audience. The purpose of this study was to identify a strategy to use social media as an effective marketing tool to reach the digital audience. This research project will use the descriptive research method to answer these research questions:

- (1) What types of social media are used for marketing purposes?
- (2) What is the audience which can be reached through social media marketing?
- (3) What kind of objectives can SFFR meet through social media marketing?
- (4) How should SFFR use social media to reach its digital audience?

Background and Significance

The city of Sioux Falls is located in southeast South Dakota and covers approximately 75 square miles. Sioux Falls' weather varies drastically from high heat and humidity in the summer months to extreme cold and snow in the winter months. In the spring and summer months there are possibilities of thunderstorms with heavy rain, hail and tornados. In the winter months there are possibilities of blizzard conditions and extended periods of below zero temperatures. Sioux Falls has the Big Sioux River flowing through the heart of the city. It is a recreational piece with a bike path, various parks and drop points for canoes and kayaks. It has a tendency to flood during winter run off and heavy rains. Sioux Falls is home to multiple hospitals and many varying types of industry. It is the crossroads of two major interstate highways, Interstate 29 and Interstate 90, and has rail lines which carry petroleum products from North Dakota oil fields and South Dakota ethanol plants. Sioux Falls is a very diverse community with a population of 153,888 citizens ("2010 Census Interactive Population Search," 2015). The daytime population of Sioux Falls grows by 25 percent. Regional residents travel to Sioux Falls to work, shop, and receive medical services.

SFFR was established in 1880 by the city of Sioux Falls as a volunteer fire brigade and has grown to a full time paid department with 198 uniformed firefighters and 11 stations. The mission of SFFR is to protect the citizens and visitors of Sioux Falls and their property from fires and other emergencies through education, prevention, and emergency management. In 2015, SFFR had 12,571 calls for service. 6,790 medical emergencies, 293 structure fires, 159 other fires, 1,584 fire alarms, 648 hazardous spills, 71 CO/natural gas alarms, 2 Biohazard and 289

other calls. SFFR is an Accredited Department through the Center for Public Safety Excellence and has an Insurance Service Office (ISO) Class 1 rating.

SFFR is a progressive department and has been involved in social media since 2011. A core group of four individuals started the use of social media within SFFR. These individuals varied from the Emergency Manager, to the Division Chief of Professional Standards, to a Shift Battalion Chief and a Shift Captain. They approached the cities Central Services Department with a desire to start Facebook and Twitter accounts. SFFR was given access to Facebook and Twitter without any knowledge or plan other than what each of the individuals knew from their own personal experiences. Since 2011, SFFR's Facebook friends has grown to 1,996 and its Twitter followers has grown to 2,854. SFFR uses social media for such things as emergency information, training videos and pictures and general department information and events. SFFR primarily uses Twitter to post information which is then cross posted to Facebook. SFFR does not currently have a social media marketing strategy other than posting when something sounds interesting or possibly during an emergency event. With this approach, SFFR has not been able to effectively obtain the reach within the digital audience as it would like.

This research project was completed as a way to analyze social media marketing strategies used by comparable fire service agencies and private industry to devise a strategy which would be easily utilized by SFFR to increase its social media marketing reach. This Applied Research Project is a requirement of the National Fire Academy's Executive Fire Officer Program's first year course "Executive Development". Due to the ever expanding use of technology and social media in the fire service, "this course is intended to prepare the fire service executive for the 21st century" (FEMA/USFA/NFA, 2013, p. ED-SM iii). Additionally, this

research is consistent with the United States Fire Administration Goal 4 “Advance the professional development of fire service personnel and of other people engaged in fire prevention and control activities” (U.S. Fire Administration, 2014, p. 9) by advocating a professional development system which is competency based and promotes leadership in fire service executive development.

Literature Review

Society has quickly changed mediums from newspaper and television to the internet and social media to get their daily information. Eighty-four percent of American adults use the internet (Perrin & Duggan, 2015) and as of January 2014, 74% of online adults use social networking sites (“Social Networking Fact Sheet | Pew Research Center,” 2015). Of these social networking sites, 71% of internet users are on Facebook (“Social Networking Fact Sheet | Pew Research Center,” 2015). Facebook is a social networking site in which you form a community of friends and followers. Your goal on Facebook should always be to attract people to your website, build trust, and gain visibility” (Kabani, 2010, p.42). Currently more than half of all online adults 65 and older (56%) use Facebook (“Social Networking Fact Sheet | Pew Research Center,” 2015) and 70% engage with the site daily with 45% doing so several times a day (“Social Networking Fact Sheet | Pew Research Center,” 2015). Statistics show that society is becoming more and more internet based with a heavy reliance on social media for its socializing and information gathering.

In addition to Facebook another social networking site which is used extensively is Twitter. Apparently 36% of Twitter users visit the site daily (“Social Networking Fact Sheet | Pew Research Center,” 2015). Facebook and Twitter are often used hand-in-hand when using

social media. Instagram is a social media platform which uses the format of pictures to tell your story. Roughly half of all internet using young adults ages 18-29 (53%) use Instagram (“Social Networking Fact Sheet | Pew Research Center,” 2015). About half (49%) of Instagram users engage with their perspective platforms daily (“Social Networking Fact Sheet | Pew Research Center,” 2015). As of January, 2014 some 52% of online adults now use two or more social media sites (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015) and 40% of cell phone owners use a social networking site on their phone with 28% doing so on a typical day (“Social Networking Fact Sheet | Pew Research Center,” 2015). With society becoming more mobile with its internet use, the fire service also needs to have a more comprehensive mobile social media strategy to stay relevant with digital audience.

When you are using a social networking site to promote yourself or business, first, ask yourself what do you hope to accomplish by using social media? Then, you can define your company’s social media strategy and figure out what social networks best align with your goals. It may be one or it may be a handful of media (Duvall, 2012, p.16). Will you use this tool to keep your community informed and pass along fire prevention and safety information? Or do you want to let people know about department operations, fire suppression, auto extrication, special rescues and community involvement? Do you want a mix of both (White, 2012, p. 31)? Social Media doesn’t have to be limited to notifications about disasters and weather (Sharp, 2013, p. 30), it can be about the services we provide and the personnel in the organization. How we present our services to the public is critical because if the public does not know what, why and how we perform the service, they will question why they should spend the dollars on the service, or at least, various parts of it (May, 2002, p. 23). Social media marketing works best as a tool for

attracting traffic and attention (Kabani, 2010, p.11). The main reason people are struggling with social media marketing is because it goes against the natural order of things! The traditional marketing rules cannot be applied to social media because social media is not a marketer's platform. It belongs to consumers (Kabani, 2010, p. xiii). Social Media is all about connecting. It connects family to friends and customers to businesses. Now it's also connecting emergency services to the public in ways that could only have been dreamed up in the past (Sharp, 2013, p. 29). The fire service needs to view social media more as a community rather than just a means to disseminate disaster information.

Social media needs to be interactive. Industry has come to realize that companies aren't using Twitter to its full potential if they are only broadcasting and not interacting with their customers (Ojeda-Zapata, 2008). Social media platforms are a great way to showcase past and present success stories (Kabani, 2010, p. 14) not only current events and emergency situations. As its name states, social media is social and needs to have the personal feel and interaction with the consumer. Social media is easy to use, but experts say departments and associations should take some precautions (McGoldrick, 2010, p. 31), know what your end goal is before you start using social media. But one thing seems certain, not utilizing social media means getting left behind (Reynolds, 2012, p. 24). Looking at social media as a one-way street to the public is clearly the wrong view. The fire service needs to use social media as a conduit of two-way communication with the people it serves and protects.

Procedures

Descriptive research was used to conduct this applied research project. Procedures included analysis of current social media uses within SFFR, a questionnaire for current SFFR

employees in regards to SFFR social media use (Appendix A) and a questionnaire of International Association of Fire Chiefs (IAFC) Executive Fire Officer (EFO) section members in regards to fire service social media use (Appendix B) and personal interview questions (Appendix C) with Mark Smither, Vice President Strategic Director for Paulson Advertising (Appendix D) and Paul Ten Haken, President and CEO of Click Rain (Appendix E). Each of these individuals are heavily involved in local, national and international marketing and advertising specializing in digital marketing. Analysis of current SFFR social media use was performed through data obtained from Facebook (Appendix F) and Twitter (Appendix G). This data was based on SFFR usage from January 1, 2015 – January 6, 2016. In addition to the obtained data from Facebook and Twitter, a voluntary questionnaire was given to SFFR's 212 employees. This questionnaire was used to get the department's views on the use of social media within the SFFR. Of the 212 employees, there was a response rate of 100 returned questionnaires. A voluntary questionnaire was also given to the IAFC EFO section through the IAFC website. This questionnaire was used to get views on the uses of social media within the fire service. There was a response rate of 48 returned questionnaires. Personal interviews were conducted with two local members of the marketing and advertising industry. These interviews were primarily used to get a comparison of private industry and its use of social media as compared to the fire service and its use of social media. The author noted limitations in the information obtained from the questionnaire of the IAFC EFO section. This questionnaire was sent to the IAFC to be distributed to the 857 members of the EFO section via email. Complete data cannot be compiled from the limited response rate of 48 out of 857 (5.6%).

Research Question 1: What types of social media are used for marketing purposes?

Procedures included a questionnaire sent to IAFC EFO section members with a question asking

What types of social media do you use?

Procedures also included personal interviews with two marketing and advertising executives with a question asking

What types of social media platforms do you typically use with your clients?

Research Question 2: What is the audience which can be reached through social media marketing?

Procedures included personal interviews with two marketing and advertising executives with a question asking

Who are you typically trying to reach with social media marketing? Age, gender, social, economic, etc.?

Research Question 3: What kind of objectives can SFFR meet through social media marketing?

Procedures included a questionnaire of SFFR employees with questions asking

Do you feel SFFR should use social media to educate the public about fire prevention?

Do you feel SFFR should use social media to inform the public about emergency situations?

Do you feel SFFR should use social media to communicate with its personnel?

Do you feel SFFR should use social media for recruitment?

Do you feel SFFR should use social media to educate the public about SFFR?

What other areas do you feel SFFR should use social media for?

Procedures also included a questionnaire of IAFC EFO section members with questions asking

Do you feel your department effectively uses social media?

Do you feel your department should use social media to educate the public on fire prevention?

Do you feel your department should use social media to inform the public during emergency situations?

Do you feel your department should use social media to communicate with its personnel?

Do you feel your department should use social media for recruitment?

Do you feel your department should use social media to educate the public about your department?

List any other areas which your department uses social media.

Procedures also included personal interviews with two marketing and advertising executives with questions asking

How do you think the fire service could use social media?

Question 4: How should SFFR use social media to reach its digital audience?

Procedures included a questionnaire of IAFC EFO section members with questions asking

Do you use a social media marketing strategy?

Does your social media marketing strategy consist of scheduled postings?

What best describes your schedule?

Does your social media marketing strategy consist of cross posting on various platforms?

What platforms do you cross post on?

Do you have a dedicated staff member to conduct and monitor your social media?

Procedures also included personal interviews with two marketing and advertising executives with questions asking

Do you usually use a social media marketing strategy for your clients and if so why?

What do typical social media marketing strategies consist of?

Do you think a client should have a dedicated person to conduct and monitor their social media?

Results

This applied research project was performed with the intent of analyzing SFFR's use of social media as an effective marketing tool to reach the digital audience it serves. An emphasis was made on the comparison of private industry and the fire service. This was accomplished by answering four primary research questions.

Research Question 1: What types of social media are used for marketing purposes?

This question was answered through questionnaires of fire service personnel and personal interviews with marketing and advertising executives. There are several social media platforms which are currently used for marketing and advertising. The platforms are Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Vine, Snapchat and Google+. As shown in Table 1, the three primary platforms are Facebook, Twitter and Instagram.

Table 1

Social media used for marketing purposes

	Fire Service Questionnaire	Interview 1	Interview 2
Facebook	X	X	X
Twitter	X	X	X
Instagram	X	X	X
Pinterest			X
Snapchat	X		X
Vine	X		
Google +	X		
YouTube		X	X
LinkedIn		X	X

Note: Interview 1 = interview with Mark Smither. Interview 2 = interview with Paul Ten Haken.

Each of these platforms can be used to reach different markets of the digital audience. Examples of this would be to use Facebook to reach older adults and Instagram to reach younger adults.

Research Question 2: What is the audience which can be reached through social media marketing?

This question was answered through personal interviews with marketing and advertising executives. The audience which can be reached through social media marketing varies depending on the social media platform you intend to use. As of January 2014, 74% of online adults use social networking sites and currently more than half of all online adults 65 and older (56%) use Facebook and roughly half of internet using young adults ages 18-29 (53%) use Instagram (“Social Networking Fact Sheet | Pew Research Center,” 2015). According to Paul Ten Haken, the average LinkedIn user is a six figure household, 40+, white male with a white collar position. For Instagram, the average user is a low 20s African-American who makes between \$25,000 and \$35,000 per year. The fastest growing demographic on Facebook is males 55 and older (personal communication, December 2015). Social media can reach a broad section of society. It ranges from teenagers to the elderly, there is no clear cut digital audience. According to Mark Smither, you don’t define social media according to age and gender anymore because everybody does it (personal communication, September 2015).

Research Question 3: What kind of objectives can SFFR meet through social media marketing?

This question was answered through questionnaires of fire service personnel and personal interviews with marketing and advertising executives. In the fire service as well as private industry, social media platforms are a great way to showcase past and present success stories (Kabani, 2010, p. 41). Social media can be used to market SFFR in more ways than just using it as a means to inform the public of disasters and weather warnings. SFFR can use social media to present services to the public. If the public does not know SFFR's services, they will question the use of their tax dollars. According to the internal questionnaire, 70 of 100 (70%) questioned members feel SFFR effectively uses social media. Ninety-three of 100 (93%) members would like to see social media used to educate the public about fire prevention. Eighty-six of 100 (86%) members would like to use social media to inform the public about emergency situations. Ninety-one of 100 (91%) members think social media should be used for recruitment and 96 of 100 (96%) feel that SFFR should use social media to educate the public about SFFR. Seventy-one of 100 (71%) members, however, do not see social media as a means of internal communication. The members also feel that SFFR should be careful when using social media not to post anything detrimental to the organization (Appendix H). According to the IAFC EFO section questionnaire, only 36 of 48 (75%) respondents used social media. Of that 75%, only 24 of 37 (64.9%) feel their department effectively uses social media. Of the departments which use social media, 34 of 35 (97.1%) feel they should use social media to educate the public about fire prevention. Thirty-three of 35 (94.3%) feel they should use social media to inform the public during emergency situations. Twenty-two of 35 (62.9%) feel they should use social media to communicate with their personnel. Thirty-four of 35 (97.1%) feel they should use social media for recruitment. Thirty-five of 35 (100%) feel they should use social media to educate the public about their department (Appendix I). Paul Ten Hanken states to always start with the end in

mind. What are we trying to accomplish (personal communication, December, 2015)? There are many objectives which SFFR can use social media marketing to accomplish. Mark Smither, Vice President Strategic Director of Paulson Advertising, says social media allows you to engage on your terms and your time (personal communications, September 2015). This means SFFR can post the items which it would like to interact with the public on. Thus allowing SFFR to have control over its objectives when using social media. As shown in Table 2, there are additional objectives which can be met through social media marketing.

Table 2

Social media marketing objectives

	Fire Service Questionnaire	Interview 1	Interview 2
Fire prevention education	X	X	X
Emergency information	X	X	X
Recruitment	X	X	X
Public relations	X	X	X
Interactive conversations		X	X
Personalization with the public		X	X

Note: Interview 1 = interview with Mark Smither. Interview 2 = interview with Paul Ten Haken.

Additional areas which SFFR can interact with the digital audience is through such activities as getting to know your local firefighters through social media. Ask and answer

sessions on Facebook and Twitter. How-to videos on YouTube. Interactive conversations with SFFR's social community.

Question 4: How should SFFR use social media to reach its digital audience?

This question was answered through questionnaires of fire service personnel and personal interviews with marketing and advertising executives. Social media is all about connecting. It connects family to friends and customers to businesses and now it's also connecting emergency services to the public in unimaginable ways (Sharp, 2013, p. 29). Social media is about interaction and it is not used to its full extent if it is only used to broadcast emergency information and not used to interactively connect with the public. Social media marketing works best as a tool for attracting attention (Kabani, 2010, p. 11). This attention is what will keep SFFR relevant in its community now and into the future. SFFR employees feel social media can be used in a variety of ways to reach the digital audience through prevention, education, public relations, questions and answers, recruitment and emergency information. Mark Smither stated that he doesn't think a lot of people understand what firefighters do until they actually need one (personal communication, September, 2010). Social media could be used to expand the understanding of what SFFR really means to the community and its digital audience. According to Paul Ten Haken, how SFFR can use social media is to build up the reputation of the fire department with the community through sharing offered programs, then provide personality through featured firefighters, put a face to the department, and finally, provide emergency communication (personal communication, December, 2015). Social media needs to be viewed as a media channel which you own. It needs to become a proactive media public relations plan for the course of the year. In private industry, marketing strategies are used on a daily basis to keep

merchants in-tune with consumers. The fire service is no different but falls short in this area. According to the IAFC EFO questionnaire, only 7 of 35 (20%) of the departments which use social media have a social media marketing strategy. Of that 20%, 4 of 7 (57.1%) use scheduled postings and cross postings on various social media platforms. Those platforms are Facebook, Twitter, Instagram and Vine (Appendix I). One thing seems certain, not utilizing social media means getting left behind (Reynolds, 2012, p. 24)

Discussion

The results of this research are not surprising do to the relatively limited information on the use of social media as a marketing tool in the fire service. Social media is a quickly advancing and changing medium. What is on top and used today doesn't mean it will be used in the next three to five years. Private industry has a difficult time trying to keep up with social media. The main reason people are struggling with social media marketing is they are going against the natural order of things. The traditional marketing rules cannot be applied to social media because social media is not a marketer's platform. It belongs to consumers (Kabani, 2010, p. xiii). In the fire service the consumers are the general public. They make up the community which the fire service is attempting to form with social media. It is understandable the fire service has even more difficulty than private industry due to the lack of personnel and budget constraints. Most departments do not have the personnel or the budget to have a dedicated person to consistently monitor social media on a daily basis. SFFR is no different than the vast majority of the fire service. When the City of Sioux Falls gave SFFR permission to use social media, no end goals were set, thus leading to the launch of its social media without an effective marketing strategy. Since 2011, SFFR has slowly grown its following, or community, on social media but it

has not used social media to its full extent. SFFR has not used social media as an interactive medium to engage the public. Many of the ways in which SFFR has been using social media to keep in contact with the public has been for such things as severe weather warnings, firefighter promotions and awards, training pictures and videos, and general emergency information. This correlates directly with findings in the literature review. The fire service as a whole is not using social media to market itself to the consumer. The research supports to truly market oneself, more interaction with the public is needed to build a larger social community which, in the event of an emergency, can be reached in a timely and proficient manner. Paul Ten Haken states with social media you have to build up an engaged base, have good content, tips, information and news to make it viable to people (personal communication, December, 2015). With social media, you must be proactive and timely with the information you are putting out. That way the social networking community can be interactive and responsive to your needs. A social media marketing strategy is an effective tool to reaching the digital audience. Identifying the end goal is a critical part of an effective strategy. A social media marketing strategy should consist of cross posting on multiple platforms, consistent scheduled postings, and postings which will foster interaction between the department and its community. SFFR can continue to use social media the way it has been for the past five years and reach the digital audience with slow growth of its community. But to more effectively reach the digital audience and consistently grow its community, SFFR needs to implement a comprehensive social media marketing strategy which has an end goal in mind.

Recommendations

SFFR does a fine job of using social media. With that said, SFFR could greatly increase the effective use of social media to reach the digital audience by implementing a social media marketing strategy. Through literature review, fire service questionnaires and personal interviews with marketing and advertising executives the common missing link between social media use and effectively engaging the social networking community is a marketing strategy. Like any emergency scene, if you start your tactics without having a strategy the possibility of it going bad greatly increases. SFFR needs to go back to the beginning and decide what the end goal is. What do they want to accomplish with using social media? Once an end goal is identified, then the strategies can be outlined and tactics can be laid out to reach that goal. These strategies and tactics can include a variety of ways to use social media. SFFR currently uses cross posting on Facebook and Twitter. SFFR should increase the number of platforms which its cross posting on. SFFR should add at least Instagram and possibly Snapchat to attempt to reach the younger digital audience. SFFR currently does not follow any type of consistent posting schedule. The author's opinion is to set up a consistent schedule of posting of at least seven to 10 posts per week. As part of this schedule, use posts to convey services which are available on a consistent basis. Weekly posts about Car Seat Safety Events, CPR Classes, and Smoke and CO Alarm giveaways. These services are what keep SFFR relevant in the public's eye. SFFR should continue with its current postings but increase it to include posts which put a face and a personality to SFFR. Use more human interest posts such as "Get to know the firefighters of your neighborhood" or "A day in the life" style videos for YouTube and Facebook. Post station life and training pictures on Instagram. There is always something happening which can be posted. SFFR's Fire Prevention

Bureau could use social media more extensively to promote fire safety and educate the public through the use of YouTube videos, Facebook, Twitter and Instagram. When recruiting new firefighters, SFFR should use a stronger social media strategy to reach the younger digital audience through posts on Twitter, Instagram and Snapchat. SFFR should use every opportunity possible to create good public relations. The use of social media to tell SFFR's story will help the public, SFFR's consumer, know on who, what, why and how their tax dollars are spent. The most important and primary goal of SFFR's social media strategy should be to build a strong community which will turn to SFFR when disaster strikes. SFFR should be the first place the social networking community goes for access to life safety information. SFFR can use social media as a marketing tool to effectively reach the digital audience.

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Appendix A

Questionnaire of SFFR social media use

- 1) Do you feel SFFR effectively uses social media?
- 2) Do you feel SFFR should use social media to educate the public about fire prevention?
- 3) Do you feel SFFR should use social media to inform the public about emergency situations?
- 4) Do you feel SFFR should use social media to communicate with its personnel?
- 5) Do you feel SFFR should use social media for recruitment?
- 6) Do you feel SFFR should use social media to educate the public about SFFR?
- 7) What other areas do you feel SFFR should use social media for?

Appendix B

Questionnaire of IAFC EFO section social media use

- 1) How many uniformed firefighters does your fire department have?
 - a) 50 – 99 Uniformed
 - b) 100 – 199 Uniformed
 - c) 200 – 299 Uniformed
 - d) 300 or more Uniformed
- 2) What is the population protected by your department?
 - a) 25,000 - 49,999
 - b) 50,000 - 99,999
 - c) 100,000 - 249,999
 - d) 250,000 or more
- 3) Does your department use social media? Y/N
 - a) If yes: Do you feel your department effectively uses social media? Y/N
 - b) If yes: Do you feel your department should use social media to educate the public on fire prevention? Y/N
 - c) If yes: Do you feel your department should use social media to inform the public during emergency situations? Y/N
 - d) If yes: Do you feel your department should use social media to communicate with its personnel? Y/N
 - e) If yes: Do you feel your department should use social media for recruitment? Y/N

- f) If yes: Do you feel your department should use social media to educate the public about your department? Y/N
 - g) If yes: What types of social media do you use? (Check all that apply)
 - (1) Twitter
 - (2) Facebook
 - (3) Vine
 - (4) Snapchat
 - (5) Instagram
 - (6) Google+
 - h) If no: Why does your department not use social media. (Open Text)
 - i) Thank you for participating.
- 4) Do you use a social media marketing strategy? Y/N
- a) If yes: Does your social media marketing strategy consist of scheduled postings? Y/N
 - i) If yes, what best describes your schedule. Check only one:
 - (1) 1-2 posts per week
 - (2) 3-5 posts per week
 - (3) 5-7 posts per week
 - (4) 7-10 posts per week.
 - ii) If no, next question.
 - b) If no: Next question.
 - c) If yes, does your social media marketing strategy consist of cross posting on various platforms? Y/N
 - i) If yes, what platforms do you cross post on? (Check all that apply)

- (1) Twitter
 - (2) Facebook
 - (3) Vine
 - (4) Snapchat
 - (5) Instagram
 - (6) Google +
- ii) If no: Next question.
- d) Do you have a dedicated staff member to conduct and monitor your social media? Y/N
- e) List any other areas which your department uses social media: (Open text)
- 5) Done
- 6) Thank you for participating.

Appendix C

Personal Interview Questions

What is your name?

Who is your employer?

What is your position or title?

Does your agency work with local, national, international clients?

Do you feel that social media is an effective marketing tool?

Why do you feel that it is effective?

Do you directly deal with the clients social media marketing?

What's your role with client social media marketing?

What types of social media platforms do you typically use with your clients?

Who are you typically trying to reach with social media marketing? Like age, gender, social, economic, etc.

Gender, male, female, anything like that?

Do you usually use a social media marketing strategy for your clients and if so why?

What do typical social media marketing strategies consist of? Are they scheduled posts, cross posting, different things like that?

Do you think a client should have a dedicated person to conduct and monitor their social media?

How do you think the fire service could use social media?

Do you think the fire service should use similar social media marketing strategies as private industry?

Anything else you want to add about Social media marketing?

Appendix D

Personal Interview with Mark Smither, Vice President Strategic Director for Paulson Advertising

9/21/2015

What is your name?

My name is Mark Smither.

Who is your employer?

I work for a company called Paulson. We specialize in integrated marketing solutions for the agricultural industry.

What is your position or title?

Vice president strategic director.

Does your agency work with local, national, international clients?

Yes all three, primarily like I said the agricultural industry.

Do you feel that social media is an effective marketing tool?

If used correctly its very effective.

Why do you feel that it is effective?

Well, unlike traditional media where you're reaching out to your audience, social media is reaching out to you. So the channels are basically reversed. Social media is where you are

actually engaged with the company and the company is engaged with you so it's a very conversational media channel.

Do you directly deal with the clients social media marketing?

Yes, especially in the last few years it used to be more of a fringe medium, and what I meant by that is if you had dollars left over what could we throw at Facebook with really not a lot of expectations. Now it's pretty much required and we have to think of social media in the whole of what our digital media buy is going to be. So it's actually required that we do that for just about every one of our clients.

What's your role with client social media marketing?

My particular role is I really kind of deal with all aspects of digital marketing recommendations. My role is, what are we trying to communicate on behalf of our client. What are the goals? What are we trying to achieve in terms of sales, depends really on what the metrics are. I really kind of deal with the messaging and the overall strategy for our client's is going to be.

What types of social media platforms do you typically use with your clients?

We call it right now the "Big Four", Facebook, Twitter, YouTube and Linked are the ones we use primarily. YouTube has just overtaken what is the most important social media that we work with. It also depends on what you are trying to do. If you are engaged on a more personal level, Facebook is really great tool. If you are trying to use it from a news perspective, and a more timely news perspective, Twitter of course is going to very important. And if you are trying to connect with people more emotionally, YouTube with the video allows you to do that more

effectively. And if it's a more professional or business oriented, LinkedIn. Each media or each social media has what it's best used for.

Who are you typically trying to reach with social media marketing? Like age, gender, social, economic, etc.

You know what, we used to think it was just going to be kids. Millennials using social media, that's really not the case. We work within the agricultural sector and we will find a 50 to 60 year old man using Twitter just as much as we will his twenty-some year old son. A few years ago you might have said that but these days it's not even defined by gender or age demographics. It's pretty much universal for the most part. I think how they engage with the media is a little bit different, like I said YouTube is perfect for connecting more emotionally. But also how-to is a great way to train and more people are using YouTube as a way for Instruction more than you might expect. But yah, I don't think it is really defined anymore by age as much as you think.

Gender, male, female, anything like that?

Four or five years ago I would have said, mostly women on Facebook. To some extent probably is true, but you know it so universal these days it's like saying, who watches TV or uses a telephone. You don't define it by age or gender anymore, it's because everybody does it.

Do you usually use a social media marketing strategy for your clients and if so why?

Yes, because it is so ubiquitous to everything that we do. We have to include our social media strategy in just about everything we do for our client. Everything fits into what we call a customer sales journey, if you will. From awareness, to consideration, to purchase, to becoming an advocate for the brand. Social media kind of fits in every one of those. Think of how many

times you are on Facebook and you see something that another one of your peers, “I like this product” now you're aware of it. Now if you were to try that product, it's product consideration. How many times have you been on Social media and actually clicked through on something to maybe get a comparison or maybe to see what that product is about. So social media is sort of a channel that allows the customer experience to happen as opposed to traditional media where I throw something at you and gosh I hope you come into the store and buy. Social media allows you to actually engage with brands and companies on your terms and on your time.

What do typical social media marketing strategies consist of? Are they scheduled posts, cross posting, different things like that?

You know, it's a little bit of everything. If we are engaged with a client where it's more promotional and we have to get certain metrics in a short period of time, we are going to have different tactics. We're going to have a Sign-up and like promotional effort. Everybody that signs in qualifies to win or maybe we will donate a dollar for everybody that likes our post for a particular cause. Those metrics are different. We have to get as many engagements as we possibly can. Other times, like I mentioned for Nationwide Agribusiness, our job is to let farmers know that we advocate for them. So we are always telling stories. So we are asking people to send stories that we can help tell. So that is completely a different type of metric. It's a different type of engagement. One is about a lot of likes, a lot of Sharing. The other one is about really getting in deep with the client.

Do you think a client should have a dedicated person to conduct and monitor their social media?

Again, this changes so quickly, a few years ago we would say, If you have a pretty good editorial calendar of placing a good plan, you could probably get by with some interns maybe can get by with someone from marketing making certain assignments for blogs and social media posts and things like that. But I tell you what, more and more you're going to see, because we see it already, where that will be a dedicated, if not Full-time, certainly a Part-time position where somebody has to spend "x" number of hours per day gathering content, making social media post, across all the different channels and then more importantly what are the metrics analyzing results and seeing what worked and what didn't. Then refining your message and refining your frequency.

How do you think the fire service could use social media?

You had mentioned HR and I didn't think about that prior to this meeting and to me that would awesome. I don't think a lot of people understand what firefighters do until you actually need them. And the idea of what a fire department actually contributes to a community, social media would be a wonderful way to do that. And expand your understanding of what a fire department really means to a community. And I would also imagine that once you build what we call a social community, so you don't just have a few hundred people following you, you actually have thousands within your community following you. That becomes really a good asset. Now in terms of crisis management or even getting people to move safely when they are needed to. Because you have built that community of trust, when you send out a message, it means something. If you started right now and didn't have enough followers and your social community wasn't really engaged, it doesn't mean much. But if you did, now that becomes a very important asset, a tool for you to communicate to everyone within your community. When you need it

most, it's there for you. I can imagine those YouTube videos being particularly important. Not just putting out information on a timely basis with Twitter or Facebook. Now think about what YouTube could do in terms of safety or really feeling that connection with, get to know the firefighter in your neighborhood. I have no idea of where my nearest fire station would be. I really don't know who helps protect my neighborhood. What a great way to connect with the people that do.

Do you think the fire service should use similar social media marketing strategies as private industry?

Yeah, I don't know what the fire department is doing now from a public relations standpoint. Whether that's planned out or whether that's more responsive, another words, if something happens, we have a PR team in place to handle that. Or is it more proactive where we need to be doing this during the course of the year. If that's the case, I don't think we do anything these days without thinking how are we going to say, oh let's say we had a media event. Social media is like the channels you own so you treat it like a media channel in itself. What are we pushing out through Facebook? What are we pushing out through YouTube? Yeah, it actually becomes part of a proactive media, public relations plan for the course of the year.

Anything else you want to add about Social media marketing?

As quickly as it has changed in the last five years I can imagine where this is going to go in the next five years. There might be a social media platform that doesn't exist today that might emerge. But if you are not doing all the things right today, you are not going to be prepared for the day when that happens. We have seen how great Facebook strategy evolves into a great

Twitter strategy evolves into a great YouTube strategy because they are all sort of interconnected. As you mentioned, HR using LinkedIn as part of that process too is pretty critical. So if you do those four or five things right now, then next one that comes along you will be prepared.

Appendix E

Personal Interview with Paul Ten Haken, President and CEO of Click Rain

12/7/2015

What is your name?

My name is Paul Ten Haken.

What is your companies name and what does it do?

My company is Click Rain, I'm the president and CEO of Click Rain. And we are a digital marketing and web development company. So what we do is create build design websites but we also do a lot of digital marketing, social media marketing, search engine marketing, email marketing helping businesses use digital tools to reach their customers base. So, founded in 2008, so let's see in 2015 we will be 8 years old in January with 33 employees.

Does your company work with local, national, international clients?

Most of our work I would classify as regional, upper Midwest probably 80 % of our work is upper Midwest. We have clients in 20 some states. We do work all over the country. We maybe have one or two international clients. But for the most part it's in this area and that's by design rather than focusing on a specific niche like Healthcare, working with healthcare organizations all over the country, we prefer to work with leaders in our market. We know the landscape, we know geographically where they are at, we know what type of people they are, we know their competition, we know what the Argus Leader is so when they talk media we Know that their landscape as well.

Do you feel that social media is an effective marketing tool?

I think social media can be an effective marketing tool depending on the industry. And depending on who your target is. It's like any marketing medium that you got to know who your audience is and then craft you're messaging and your strategy around the tools that will reach that audience. So I always think of my wife who used to work at a big bank and they were always trying to be active on Twitter and Facebook. At one point I had to say "honey I'm not looking to engage with the bank on Facebook or watch videos from a bank on YouTube or Twitter". It just didn't really make sense for them. Now, did they continue to have a presence and nurture it? Yah, but I wouldn't say it was extremely effective. Maybe not as effective as email marketing or banner advertising.

Do you directly deal with the clients social media marketing?

So to give you a couple examples, we work with a large healthcare organization and a lot of their services are geared towards younger females. The younger women in their market, the moms, the women considering having children and that sort of thing. That demographic, women 25 to 45 social media is an awesome play. We spend a lot of time and a lot of dollars there. But then they may be having a seminar on total joint replacement or glaucoma so then we are trying to reach a totally different market and our tactic shift to maybe more traditional means. Newspaper advertising, targeted TV advertising on channels where we can reach those people. So in that case we deal directly with them on their social media strategies where it's effective for that market they are trying to reach.

What types of social media platforms do you typically use with your clients?

You know the big ones that we seem to always be working with on different capacities are Facebook, Twitter, YouTube, Instagram, Snapchat and LinkedIn. Another great example of trying to reach Teens 14 to 19 to sell some jeans or shoes or whatever, a Snapchat strategy, super smart. But that wouldn't work with the glaucoma crowd. Taco Bell has a Snapchat strategy where they snap coupons to people. So they are actually trying to reach that Gen X, Gen Y, Millennial demographic with strategies like that.

Who are you typically trying to reach with social media marketing? Age, gender, social, economic, etc.

So the average LinkedIn user is a six figure household. They are 40 +, they are white males, they are white-collar people. Contrast that to Instagram, the average user is a low 20s African-American who makes between \$25,000 and \$35,000 per year. Now contrast to Facebook where the fastest-growing demographic on Facebook is males 55 and older. That's the fastest growing demographic. So knowing who you're trying to reach. You may say wow this is a Snapchat, Instagram strategy or this is a LinkedIn, Twitter play but there's no Facebook play based on the audience or whatnot. Most of the time Facebook has such a diverse audience usually you carve out a channel within Facebook to reach those people. Facebook kind of the one continuous when you are talking social media strategies. That one's typically involved in every single one. A lot of times if we are going to market something that has a broad reach. Let's say the demographic is women 25 +. We may choose Facebook where we may run four very different campaigns on Facebook targeting towards 25 to 35s, 35 to 55s, 55 to 75s and 75s +

What does a typical social media marketing strategies consist of? Are they scheduled posts, cross posting, different things like that?

Typically what we will start with is the end. What's the end goal of having the social media strategy? Let's pick on a small retailer in downtown Sioux Falls. Maybe they sell shoes. What's their ultimate goal? They don't sell them online. They only sell them in the store. Their ultimate goal is to get butts through the door so they can sell shoes. If that's their goal, what does their message have to be? The message in that case is: after 4 o'clock come in the store and we will always have 20 % off after 4 o'clock. Well, to the women in their demographic that they're targeting we're going to run that ad on Facebook with a picture of a woman in shoes and so forth. To a dude who is a runner we're going to have a different picture with the same message. To maybe teen or a kid we are going to have a little different message. Always starting with the end in mind. What are we trying to accomplish? Too many people go right to the tactic like "we should do Twitter or we should do Pinterest instead of saying what do we want to accomplish and then determine which tactic is the best.

Do you think a client should have a dedicated person to conduct and monitor their social media?

You see the full gamut where sometimes we have clients who have a dedicated person on their team whose title is Social Media Manager or maybe it's their marketing manager which is part of their job. We have other clients you say we don't have time for this. Can you guys manage it for us? There are companies like United Airlines who will have a team of 30 people whose job is social media management. It really depends on the industry and how intense that program is going to be and how big social is going to be in their strategy.

How do you think the fire service could use social media?

The Fire service is interesting because you really serve the entirety of the population. If I was to say, “Hey Steve, who is your target market for messaging from the fire department?” it's everyone from a business owner to homeowner to an elderly person to young family. You have a very broad market. I think the first thing to do is... What's the goal of the fire department's desire to have a social media strategy? Is it just communication with the public? Is it just information? Keeping them in the know? Is it alerts and emergency response stuff? Is it to show unity with the police in the city? I think answering that question first is important to determine how the department can use it. I think a few great ways that just come to mind immediately. One is to build up the reputation of the fire department with the community. Showing programs you offer, the car seat checks, the smoke detector checks. All those programs, communicate those with people. The second thing would be to provide personality to the fire department. If you had a featured Firefighter of the month. Have someone take a few pictures and push that out to social. That way its starts to get a face and personality to the fire department. And then the third would be emergency communication with people.

Do you think the fire service should use similar social media marketing strategies as private industry?

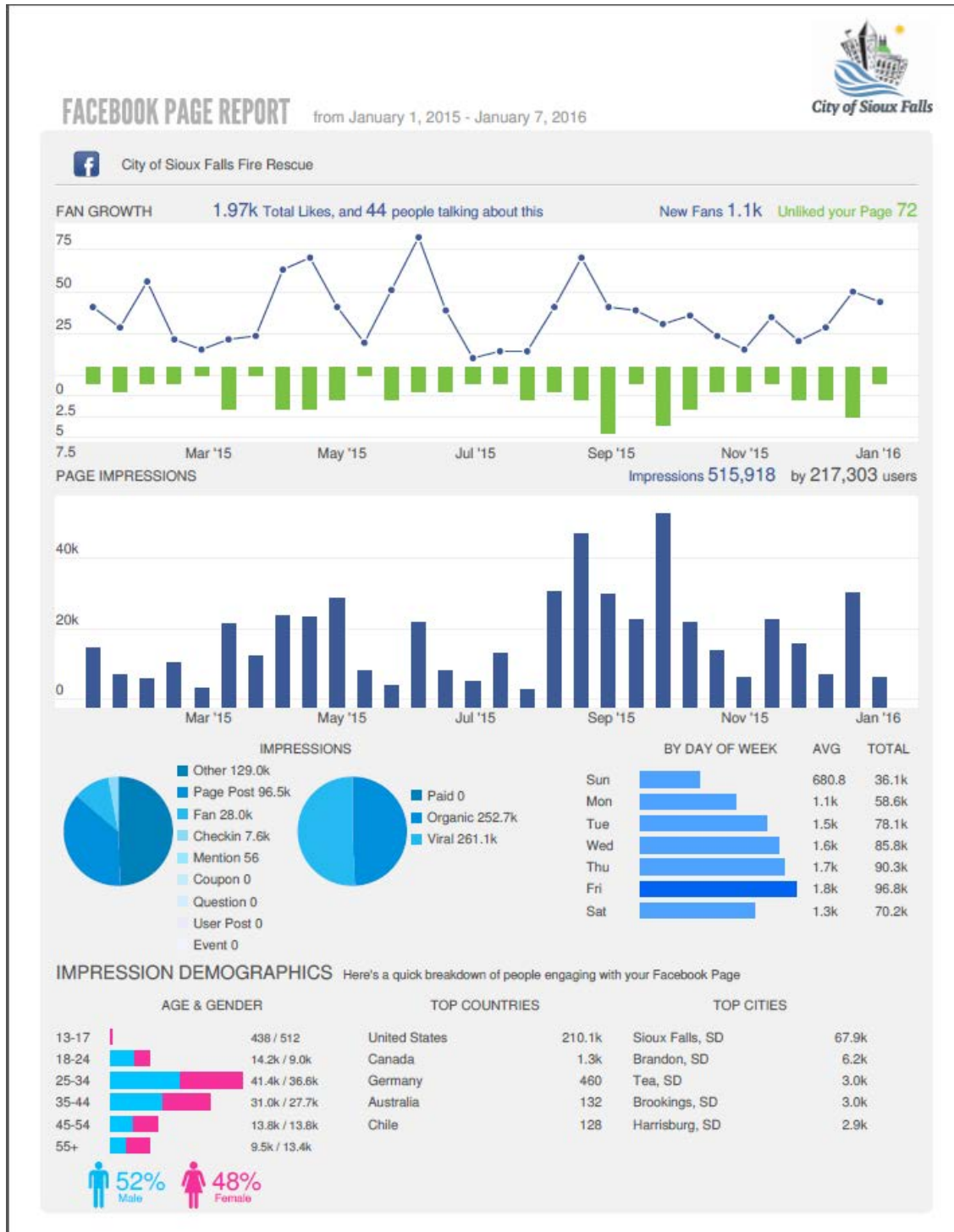
I think there's no difference. Just like you have an audience are you trying to communicate value to and services to. It's the same as Click Rain does. Where we are using social to push out what we do and we use it as much too showcase our culture and our people and what we stand for, than we do to say “hey, buy a website from us”. I think that's where the real value could come in for you guys is to use social as a way to build community and continue to build the reputation of the fire department.

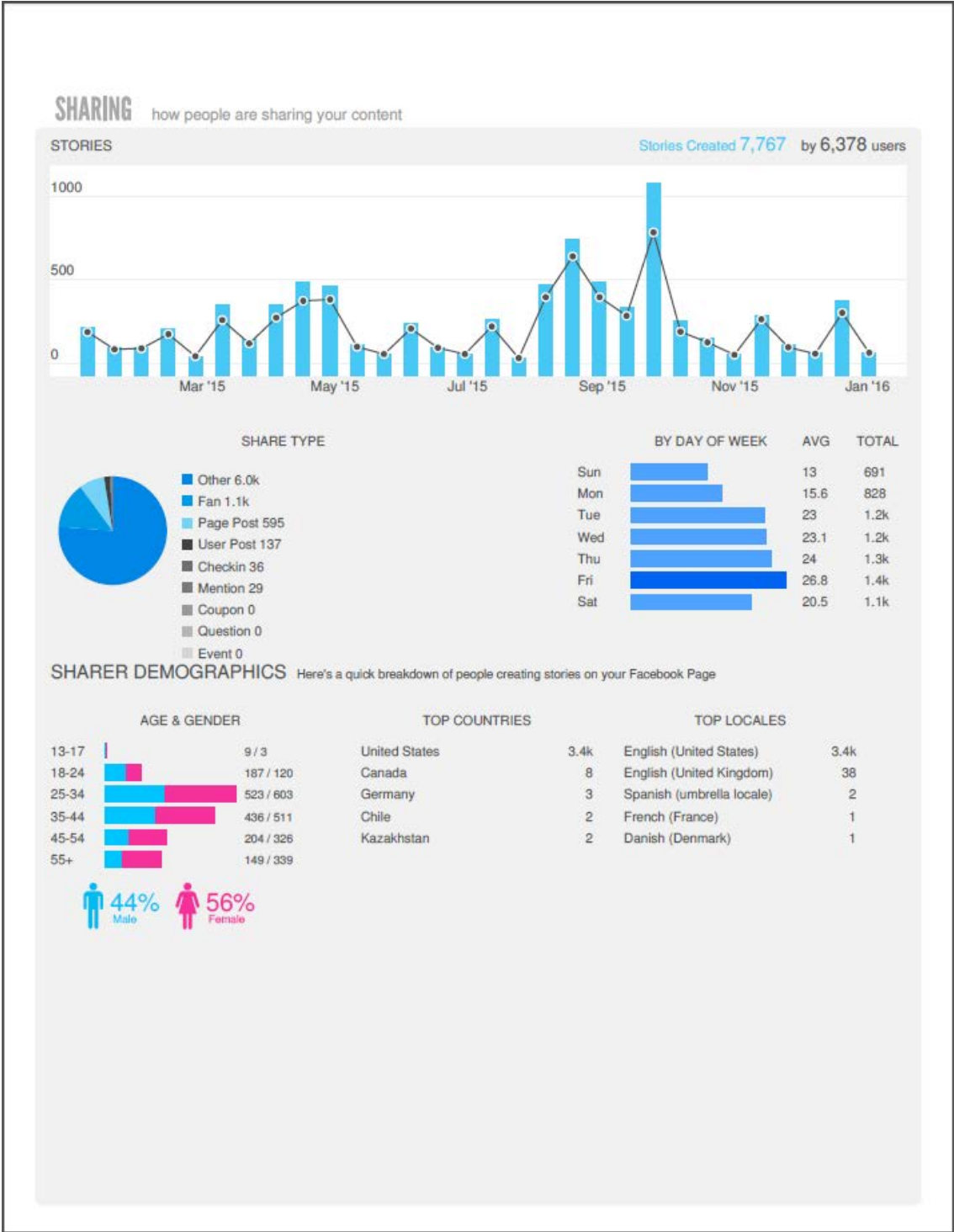
Anything else you want to add about Social media marketing?

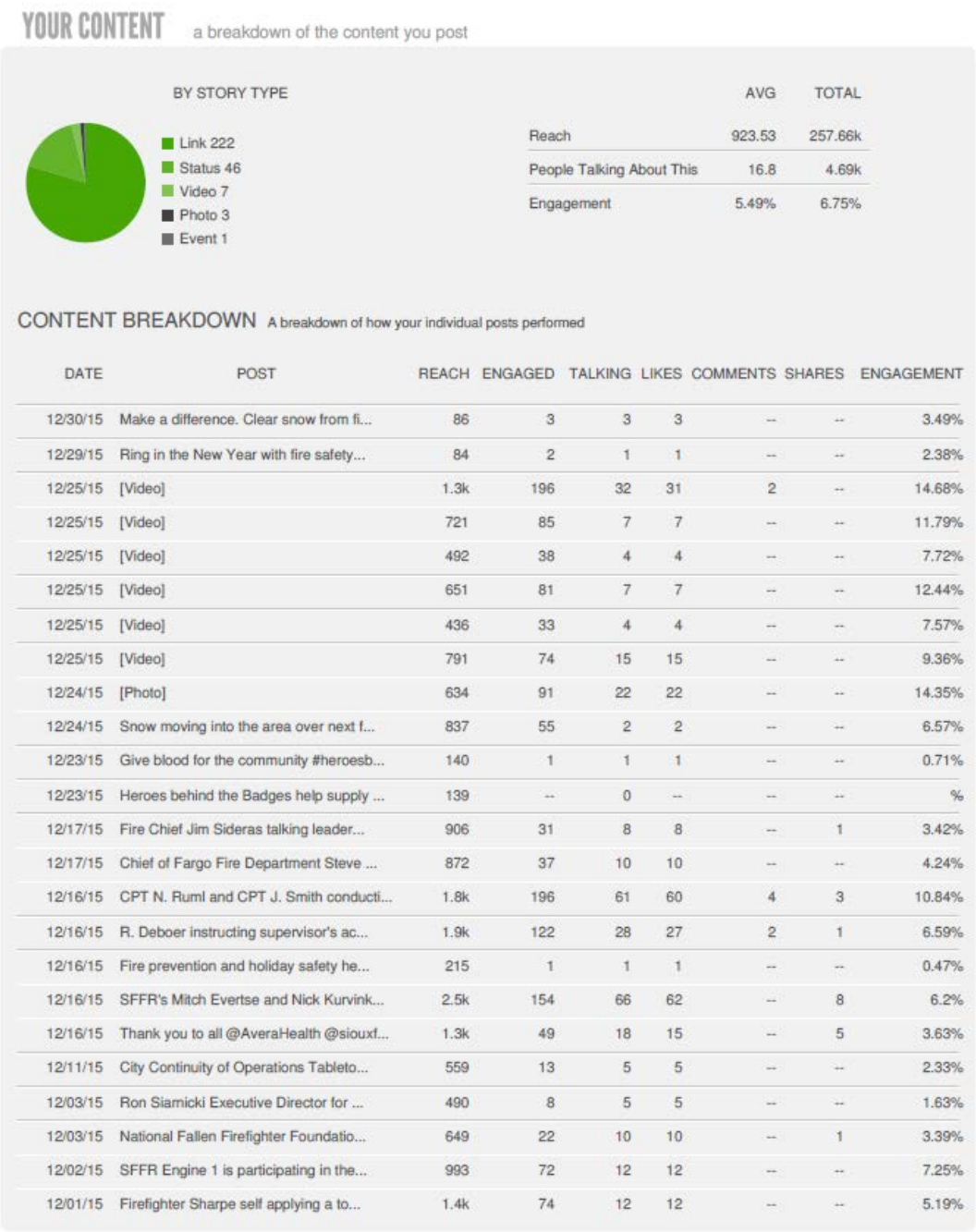
I think the biggest thing that organizations will often ask me is: how do we tell if we are having a return or if this is worth your time? You know, if we are sending all of these tweets, how do we now it's worth it, worth the effort. Well honestly, if you have 40 followers on Twitter, your spending time tweeting, I will make a strong argument it's not worth your time. You have to build up and engaged base, have good content, tips, information, news to make it viable to people. But then you can very much justify the effort you are putting into it.

Appendix F

Facebook page report







Appendix G

Twitter profile report



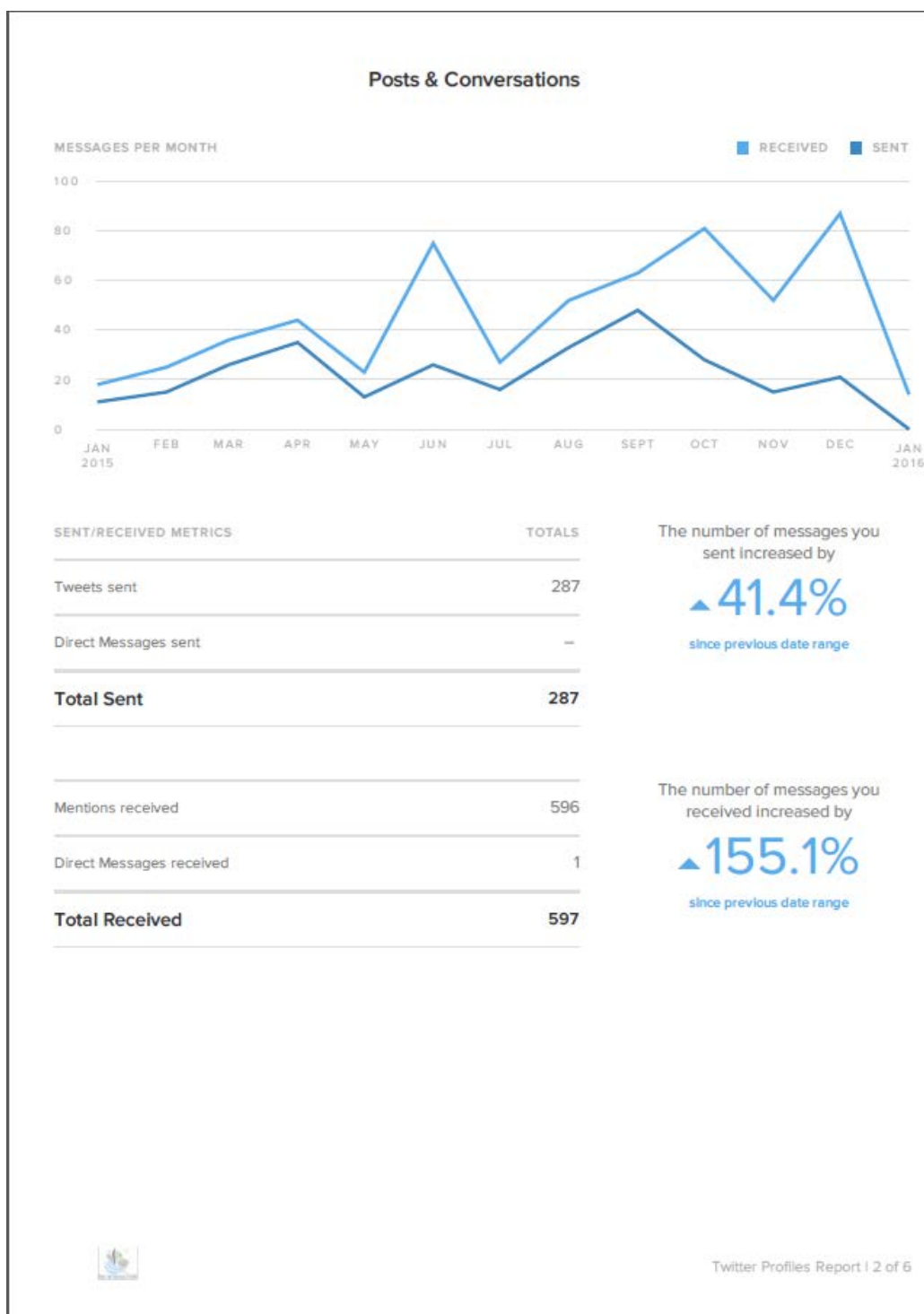
Twitter Profiles Report

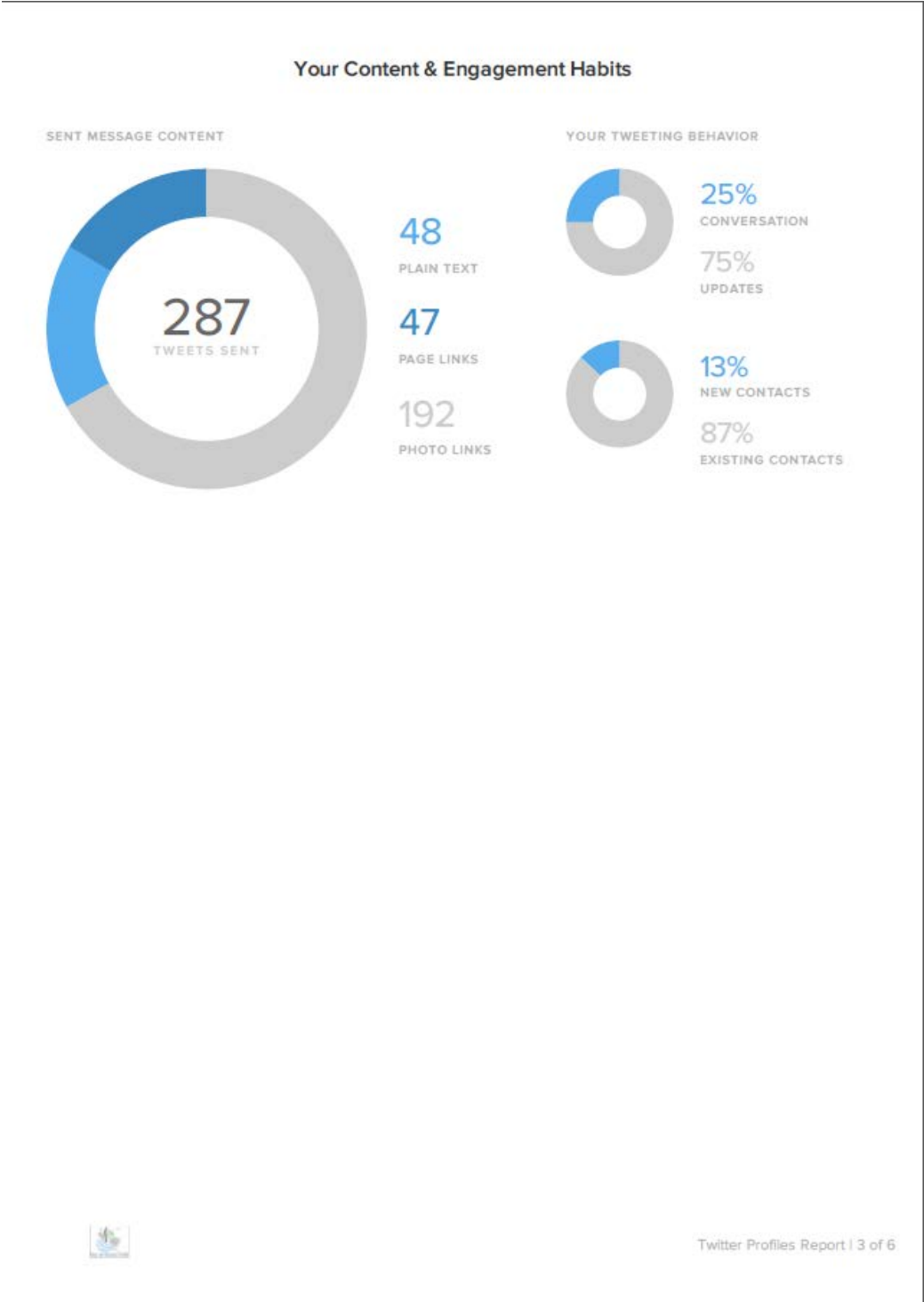
for @SiouxFallsFire

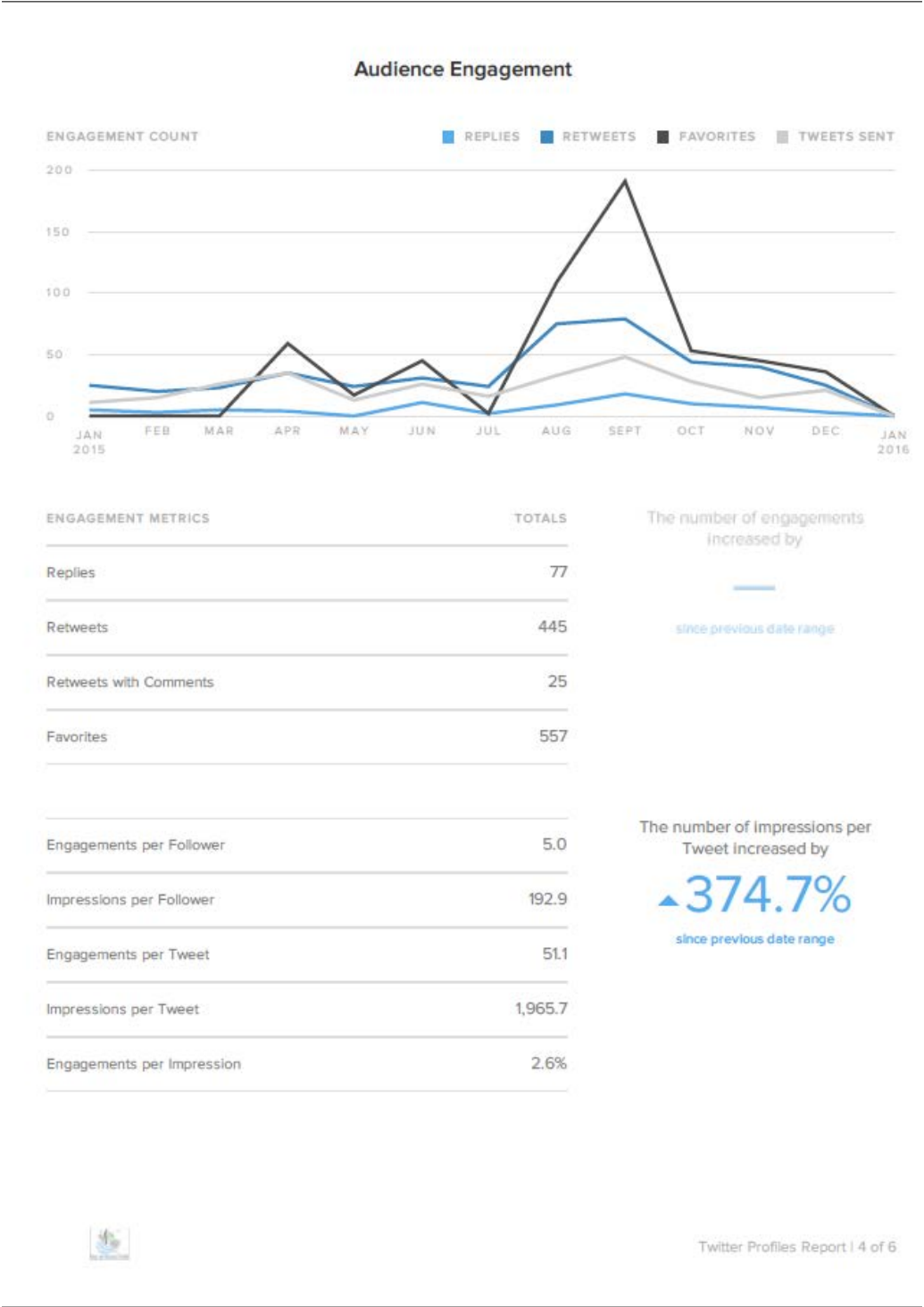
Jan 01, 2015 - Jan 07, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.



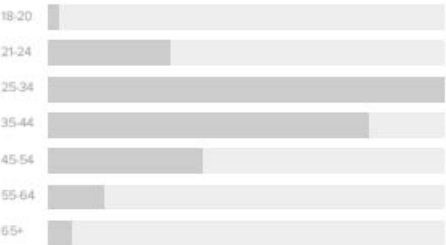




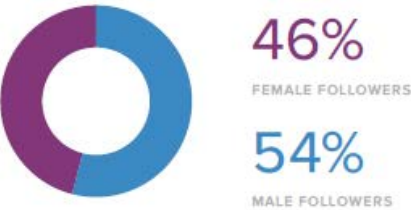


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men between ages of 25-34 appear to be the leading force among your recent followers.



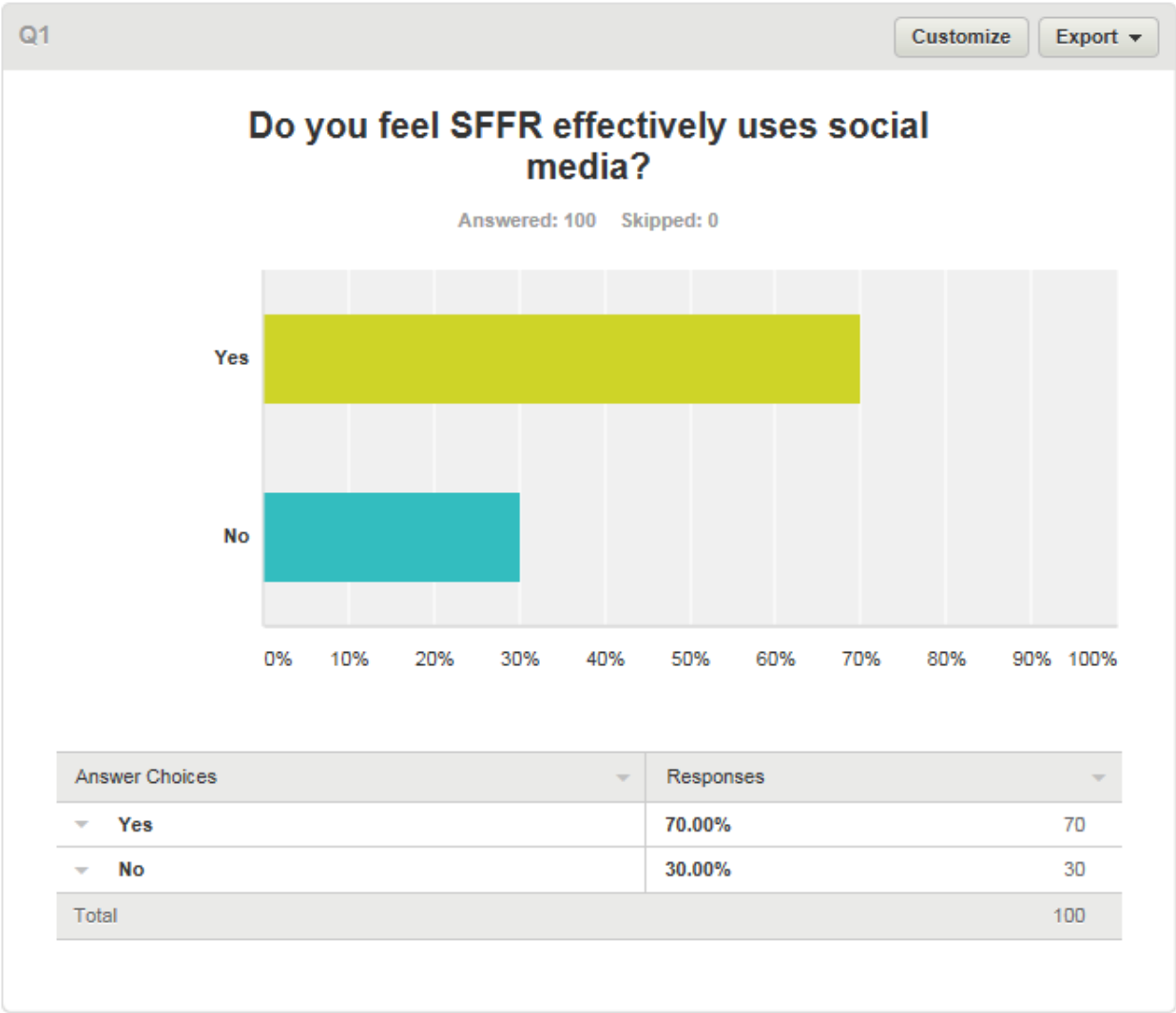
Twitter Stats by Profile

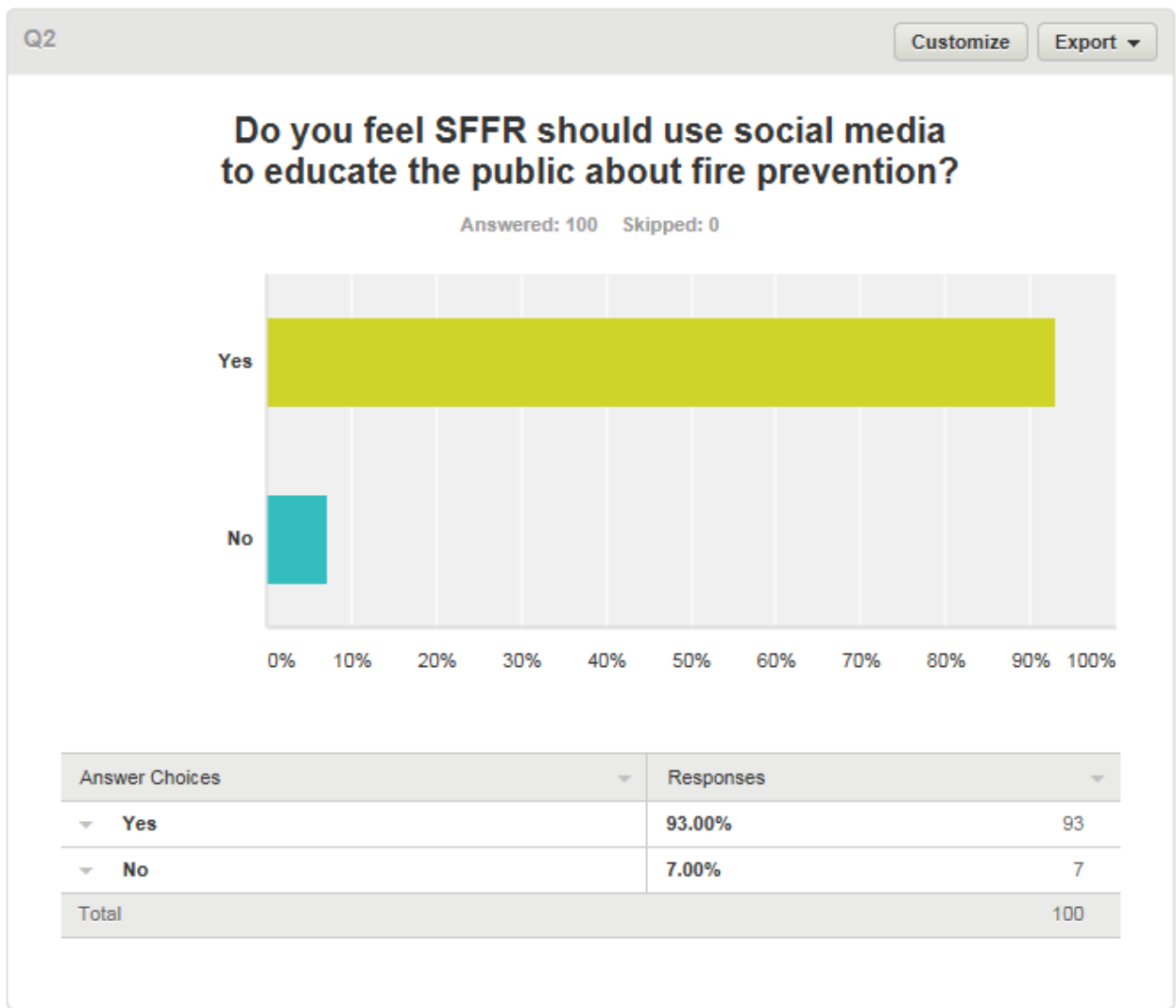
Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @SiouxFallsFire	2,924	62.9%	564,143	192.94	14,655	5.01	445	884

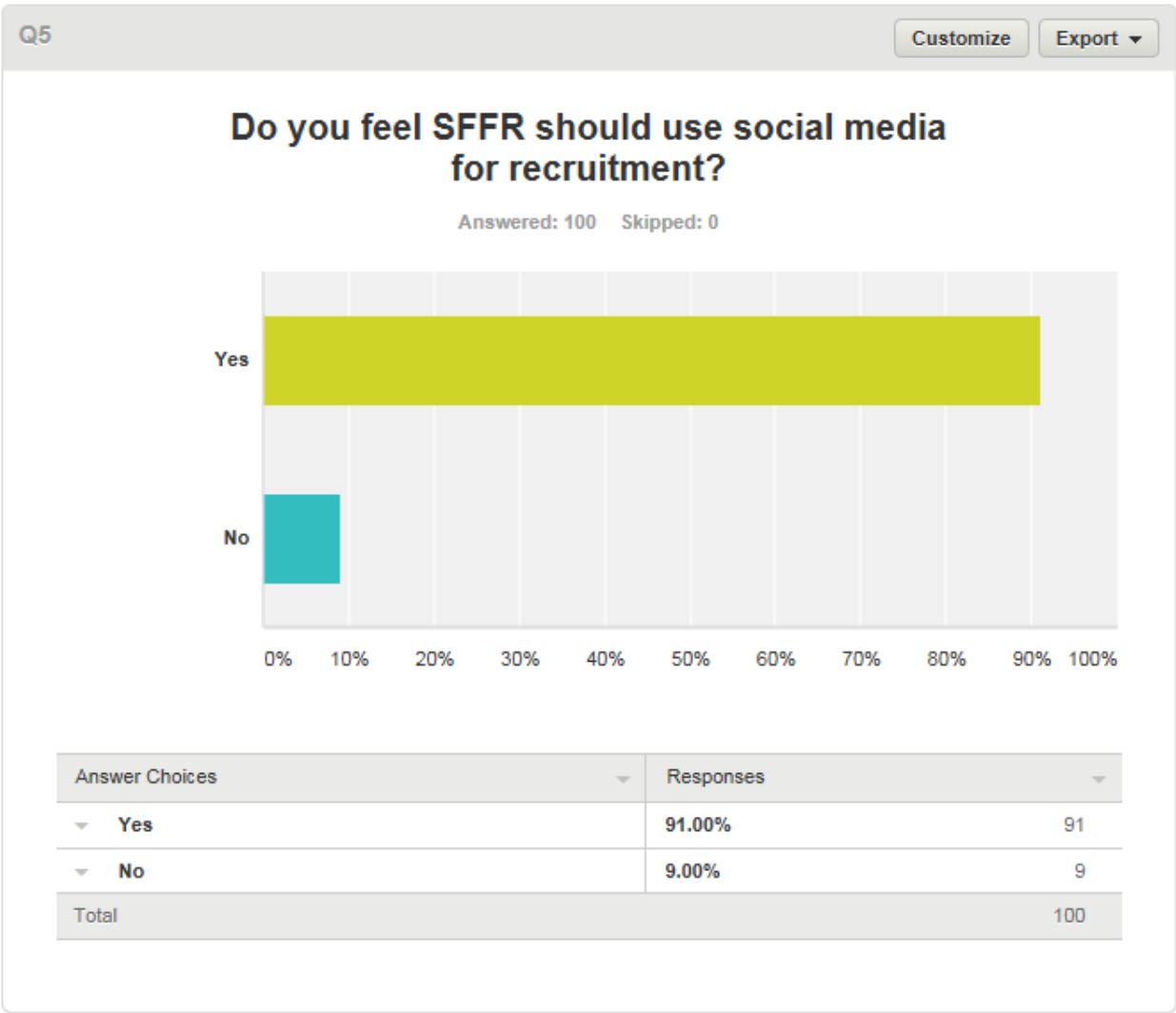


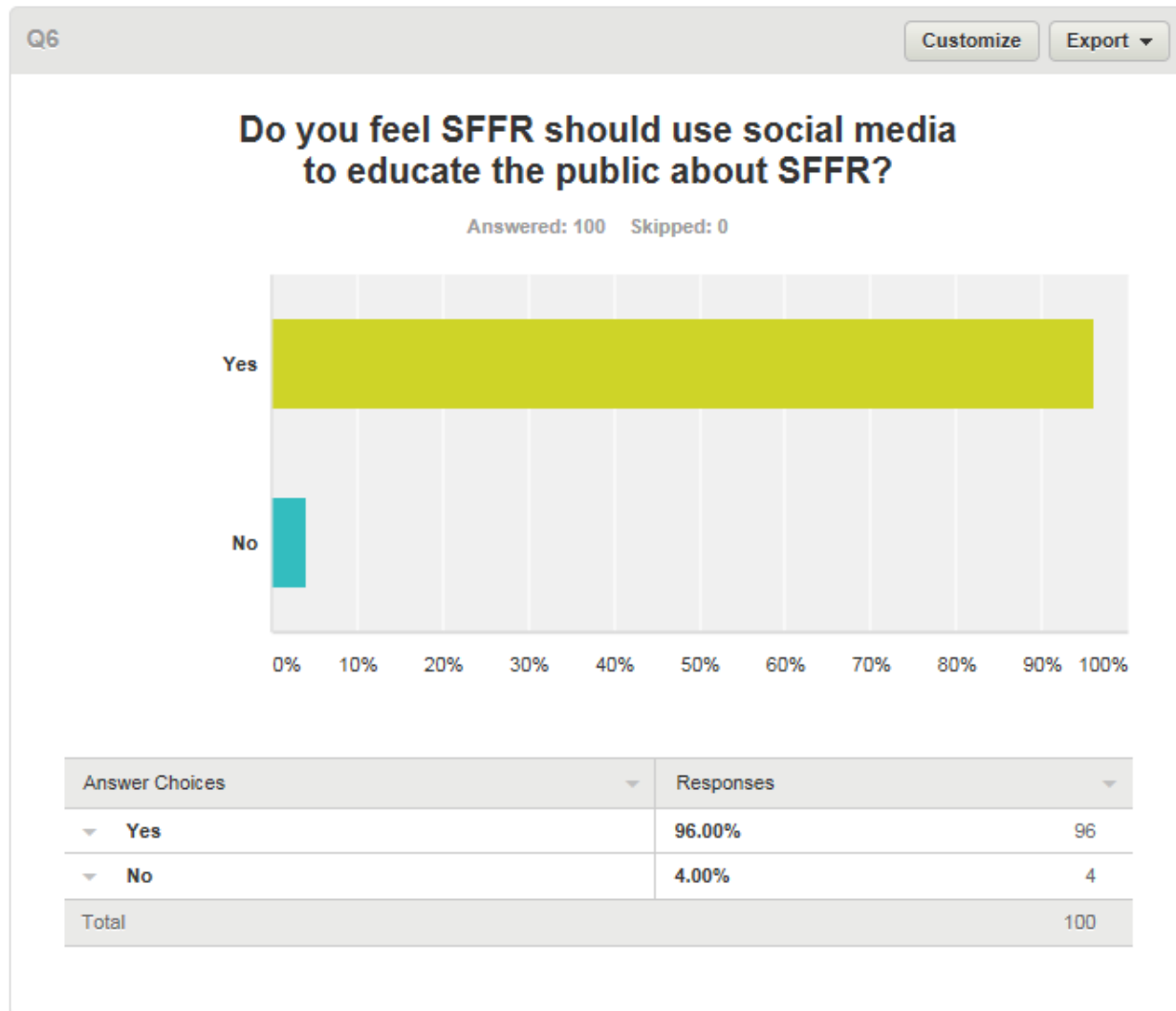
Appendix H

SFFR internal social media questionnaire









Q7Export ▾

What other areas do you feel SFFR should use social media for?

Answered: 22 Skipped: 78

Responses (22)Text AnalysisMy Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.
[Upgrade](#) [Learn more »](#)

Categorize as... ▾Filter by Category ▾

Search responses 🔍 ?

Showing 22 responses

I don't use social media, so I have no way to answer these questions or know what you are referring to.
10/13/2015 8:29 AM [View respondent's answers](#)

Any events or happenings that we want the public engaged in.
10/3/2015 4:40 PM [View respondent's answers](#)

Informing the public to keep away from areas and why, ie. flooded areas, streets that have hose on them, possible gas leak areas. Let the public know why we have trucks at certain locations at certain times ie. PR events, grocery stores, training evolutions outside the trng ctr. Inform them of an open house at a specific station on a specific day to learn more about their neighborhood station. Public safety of where their closest station is located and why we are here/what we can do for them. Have a question(s) session on FB/twitter; "Ask the Chief" sort of event. Letting the public know when it is ok to return to a certain area when we have clear streets from flood, gas leaks, fire hose...
10/3/2015 3:39 PM [View respondent's answers](#)

social media is great when the message doesn't have to be delivered but not good for accountability
10/3/2015 7:43 AM [View respondent's answers](#)

SFFR needs to explain to the public why we travel with the truck/engine and four personnel when out in the public during non-emergency situations. Too often we are asked why we "have to travel in packs of four?" A little education goes a long way to answering the sometimes obvious questions.

Q7Export ▾

What other areas do you feel SFFR should use social media for?

Answered: 22 Skipped: 78

Responses (22)Text AnalysisMy Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.
[Upgrade](#) [Learn more »](#)

Categorize as... ▾Filter by Category ▾

Search responses 🔍 ?

Showing 22 responses

Not sure on social media on communicating with personnel, not currently on any but text and email
10/2/2015 10:13 AM [View respondent's answers](#)

Informing the public on PR events, CPR training, daily/weekly/monthly call volume updates, etc.
10/2/2015 10:10 AM [View respondent's answers](#)

P.R. Show that we don't just "play cards all day"
10/2/2015 7:25 AM [View respondent's answers](#)

public involvement events
10/1/2015 2:06 PM [View respondent's answers](#)

use it correctly. it could be bad for us.
10/1/2015 7:36 AM [View respondent's answers](#)

Social Media is a great way to get in touch with our young population. I think that there is a very fine line messages must be entertaining and have the ability to capture an audience so that we are "followed" however we must also include a message that will connect to these people.
9/30/2015 9:34 AM [View respondent's answers](#)

Q7Export ▾

What other areas do you feel SFFR should use social media for?

Answered: 22 Skipped: 78

Responses (22) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.
[Upgrade](#) [Learn more »](#)

Categorize as... ▾ Filter by Category ▾

Search responses

Showing 22 responses

none
9/30/2015 9:04 AM [View respondent's answers](#)

Safety messages to the public during the Holidays.
9/30/2015 8:09 AM [View respondent's answers](#)

Possibly for feedback, as a means for further interaction from the public to engage them
9/30/2015 7:49 AM [View respondent's answers](#)

A company has to be careful now days with social media and how it works into its system/affairs-what it posts/sends out. Used properly, I believe it can be a great tool to educate, recruit, teach, and train with. We have to remember that there are cameras and other items out there that can very easily make us look bad, so we always have to be at our best.
9/30/2015 7:16 AM [View respondent's answers](#)

Adult fire prevention, television, and radio PSA'S.
9/30/2015 7:16 AM [View respondent's answers](#)

In reference to the no's. I believe it is more effective and great PR for the general public to have interaction with our department. As for using SM to advise the public of emergencies, I believe it could draw unwanted attention and traffic to scenes whether it is foot traffic or vehicle.

Q7Export ▾

What other areas do you feel SFFR should use social media for?

Answered: 22 Skipped: 78

Responses (22) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.
[Upgrade](#) [Learn more »](#)

Categorize as... ▾ Filter by Category ▾

Search responses

Showing 22 responses

attention and traffic to scenes whether it is foot traffic or vehicle.
9/29/2015 10:19 PM [View respondent's answers](#)

Cannot use social media alone to educate the public. Social media can be used to notify people of emergencies only when it affects a larger area of people, say an evacuation or natural disaster. Can use social media to direct potential candidates to another site for hiring information. I think the Training Center needs their own Twitter account.
9/29/2015 10:13 PM [View respondent's answers](#)

SFFR should use social media for any news or information released to the public. This includes information released to Argus Leader such as promotions, new employees, and press releases.
9/29/2015 7:29 PM [View respondent's answers](#)

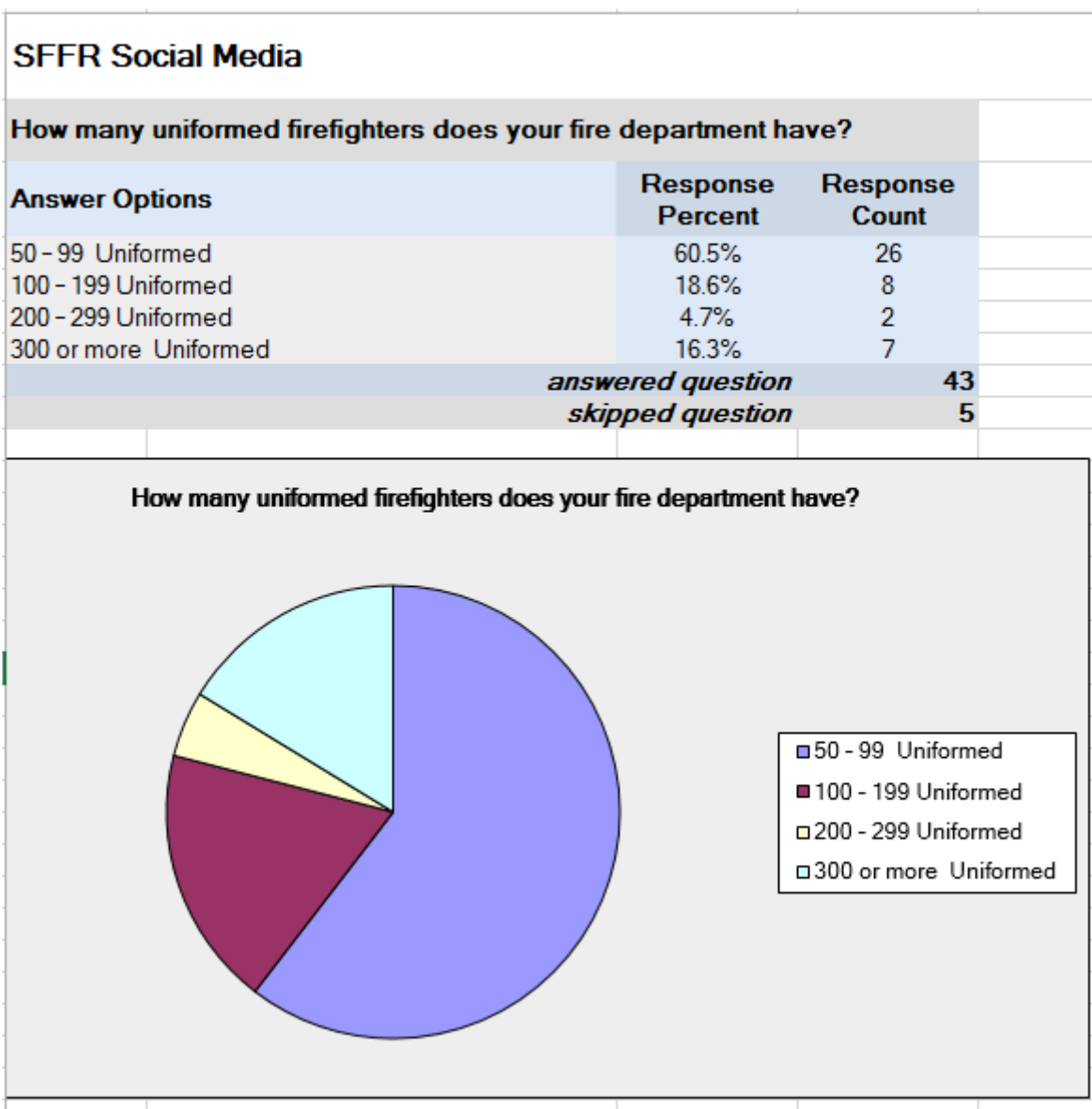
Training Purposes
9/29/2015 7:29 PM [View respondent's answers](#)

To promote events by other city departments.
9/29/2015 6:33 PM [View respondent's answers](#)

Marketing
9/29/2015 6:14 PM [View respondent's answers](#)

Appendix I

IAFC EFO section social media questionnaire

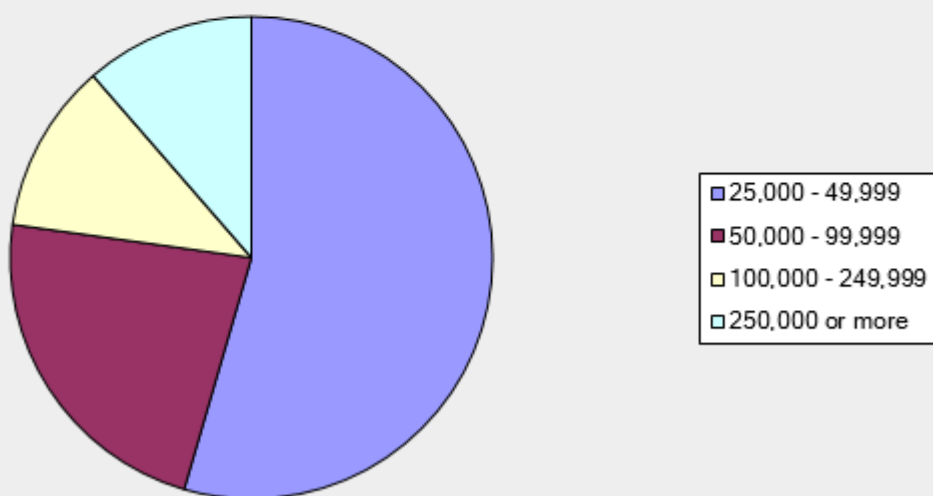


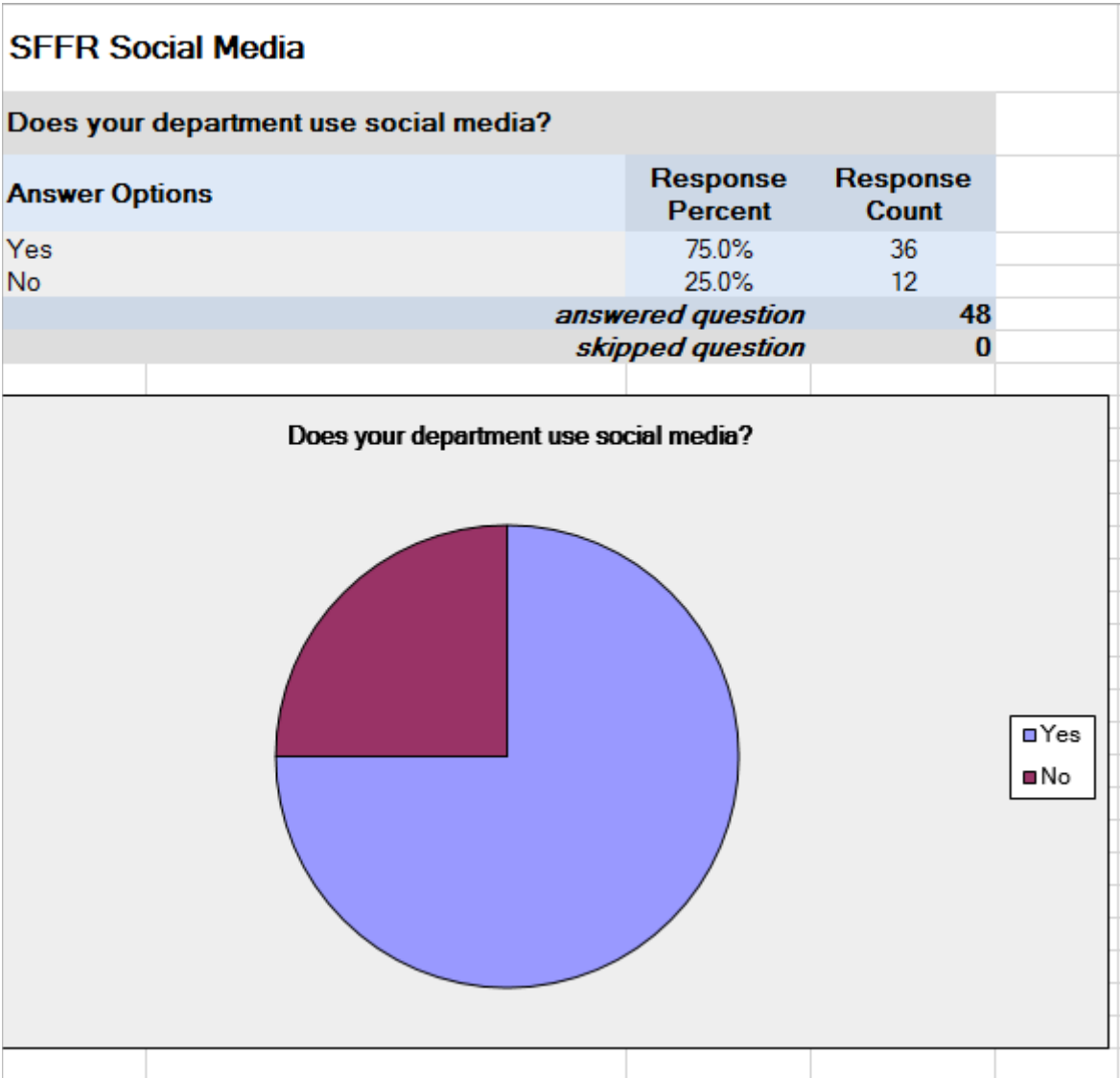
SFFR Social Media

What is the population protected by your department?

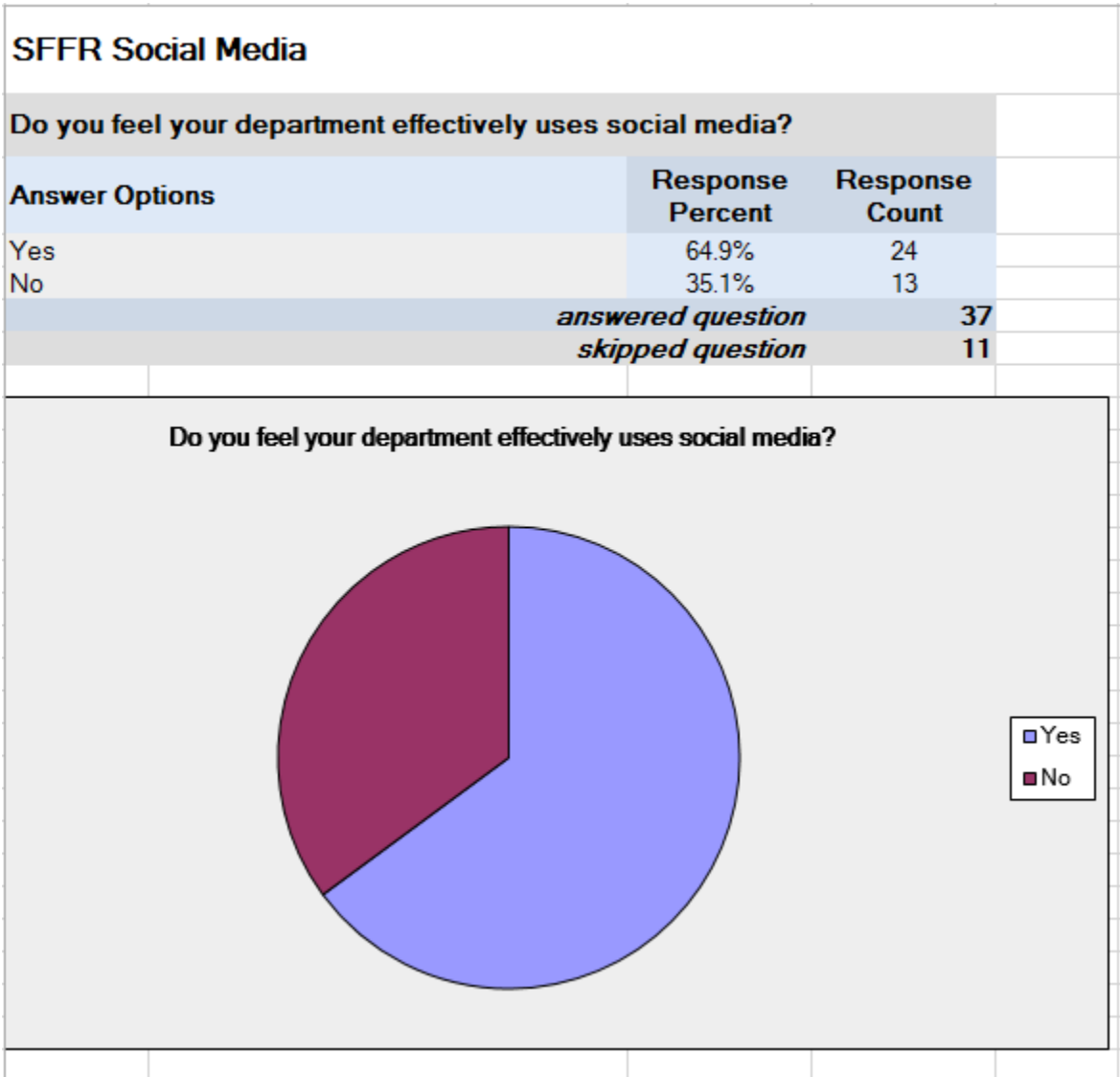
Answer Options	Response Percent	Response Count
25,000 - 49,999	54.5%	24
50,000 - 99,999	22.7%	10
100,000 - 249,999	11.4%	5
250,000 or more	11.4%	5
<i>answered question</i>		44
<i>skipped question</i>		4

What is the population protected by your department?





SFFR Social Media			
Why does your department not use social media.			
Answer Options		Response Count	
		11	
<i>answered question</i>		11	
<i>skipped question</i>		37	
Number	Response Date	Response Text	Categories
1	Oct 30, 2015 7:30 PM		No policy, no guidance from elected officials, no staff with time to handle social media
2	Oct 30, 2015 12:39 PM		In the development phase. The City's social media site is the umbrella for all departments. Each department can have an individual site is desired - we do not have available personnel to manage such a site so we rely on the City
3	Oct 28, 2015 4:21 PM		Our municipality feels that to do it right would require constant attention, and they would need to have dedicated personnel to maintain it. Too many unknowns.
4	Oct 28, 2015 2:03 PM		Opposition from elected officials. Not sure what objective it meets to invest the needed time to monitor and update.
5	Oct 28, 2015 1:17 PM		We had an issue in the past with an employee who was disciplined for Facebook postings. This occurred years ago, and the town has been very slow to allow any social media by town departments. The Local has a Facebook page and it works well. The chief has recently given approval for a department Facebook page, which I will be overseeing.
6	Oct 28, 2015 1:05 PM		No one to actively manage it
7	Oct 28, 2015 1:04 PM		24/7/365.
8	Oct 28, 2015 12:41 PM		the government hasn't approved yet
9	Oct 28, 2015 12:36 AM		We are in the process of developing a policy now
10	Oct 27, 2015 11:53 PM		City uses social media - fire department information is directed there. No FD staff to manage social media...
11	Oct 27, 2015 11:04 PM		Individual volunteer stations do, county level department making plans too

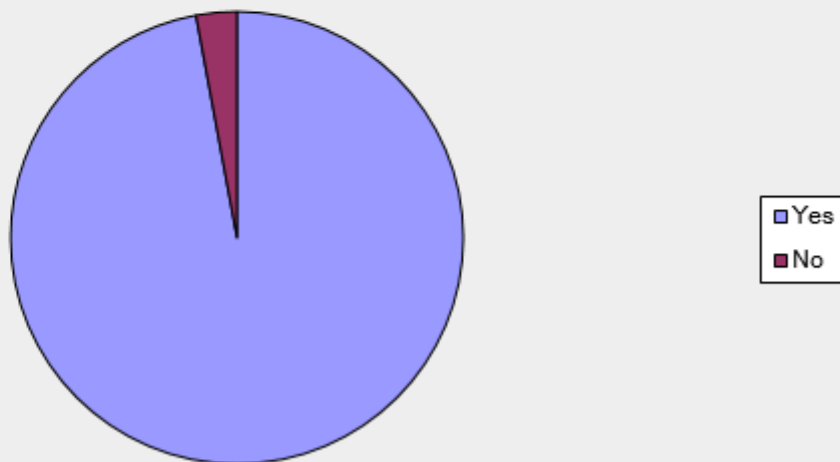


SFFR Social Media

Do you feel your department should use social media to educate the public on fire prevention?

Answer Options	Response Percent	Response Count
Yes	97.1%	34
No	2.9%	1
<i>answered question</i>		35
<i>skipped question</i>		13

Do you feel your department should use social media to educate the public on fire prevention?

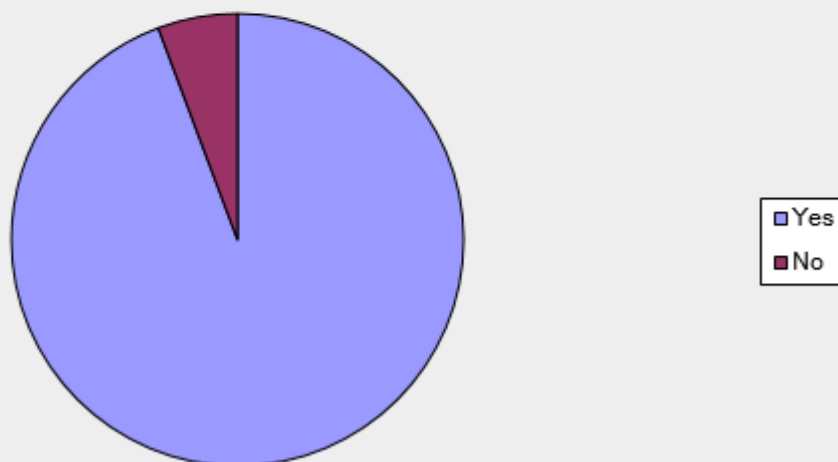


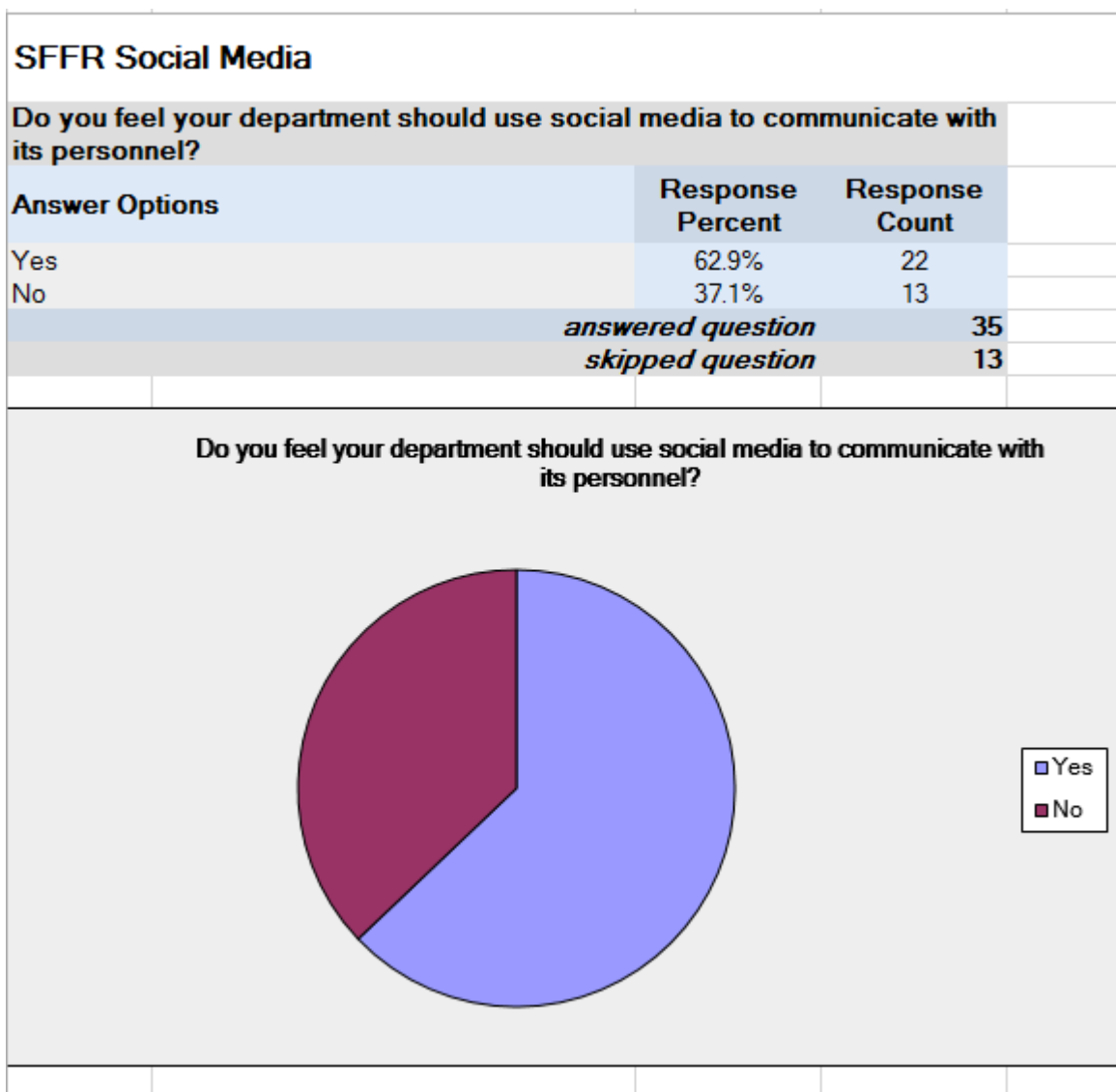
SFFR Social Media

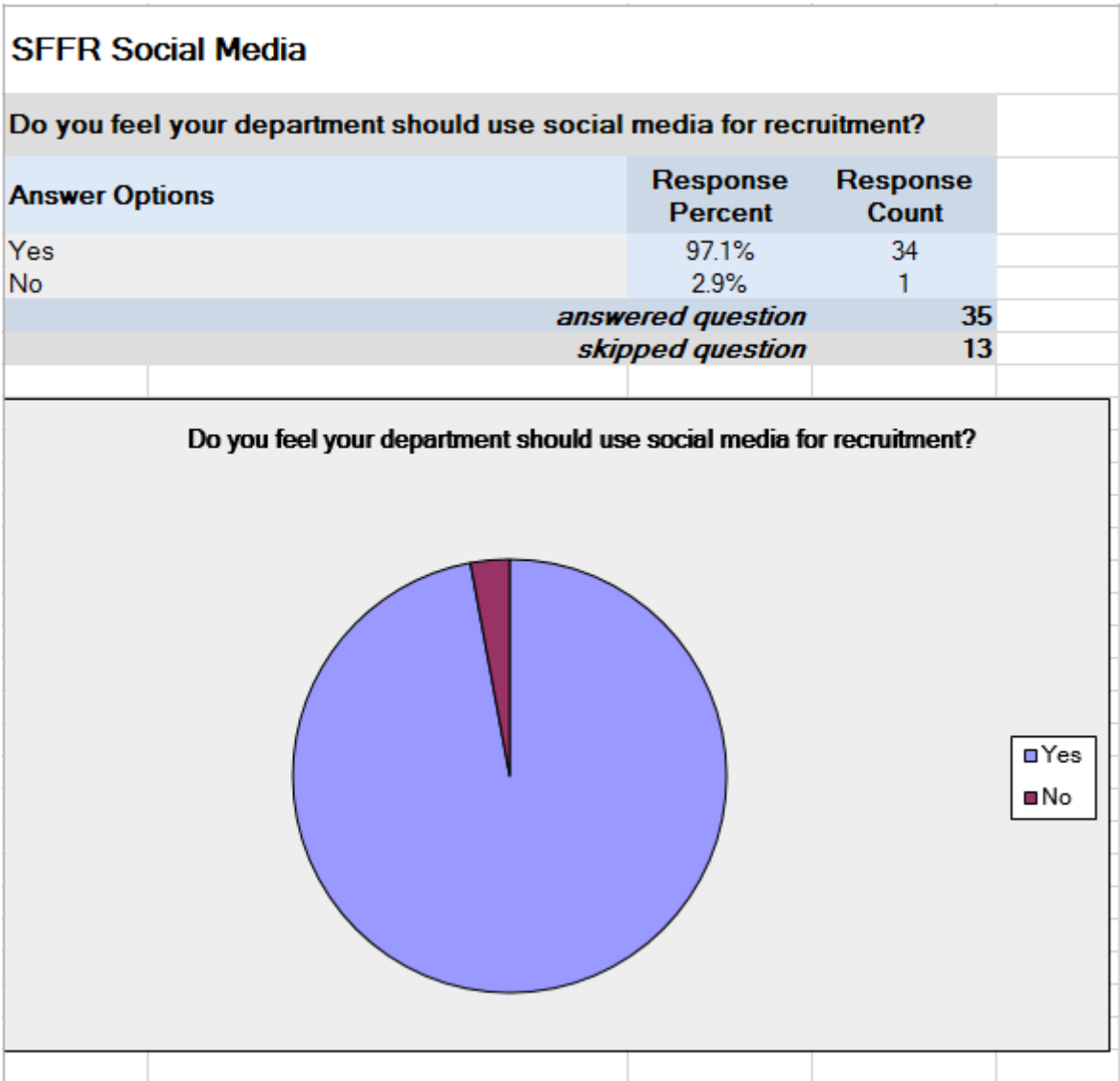
Do you feel your department should use social media to inform the public during emergency situations?

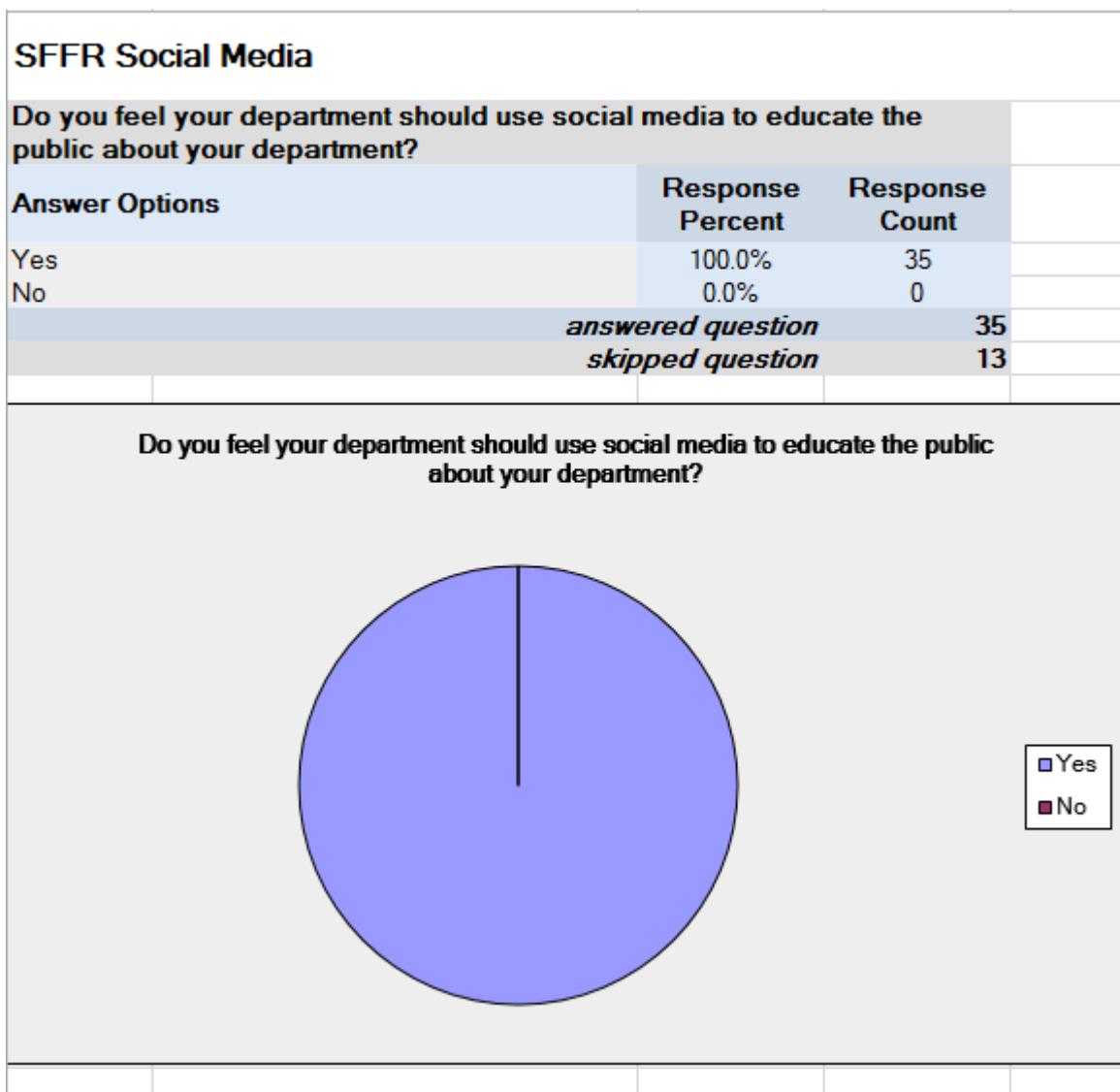
Answer Options	Response Percent	Response Count
Yes	94.3%	33
No	5.7%	2
<i>answered question</i>		35
<i>skipped question</i>		13

Do you feel your department should use social media to inform the public during emergency situations?





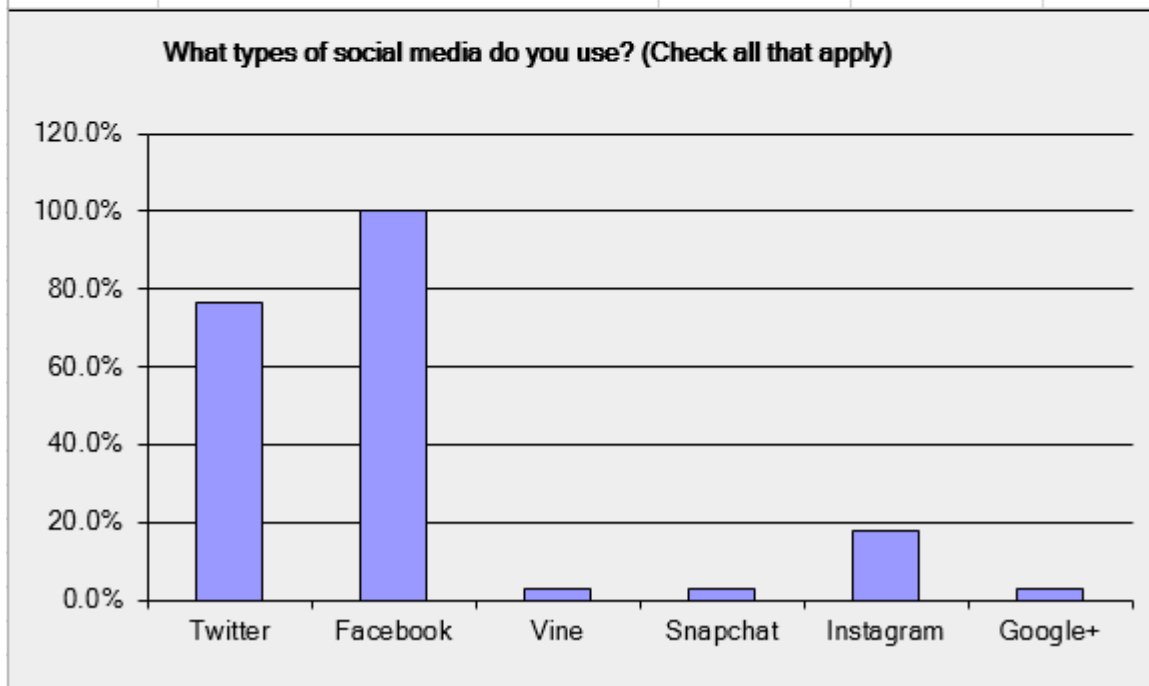


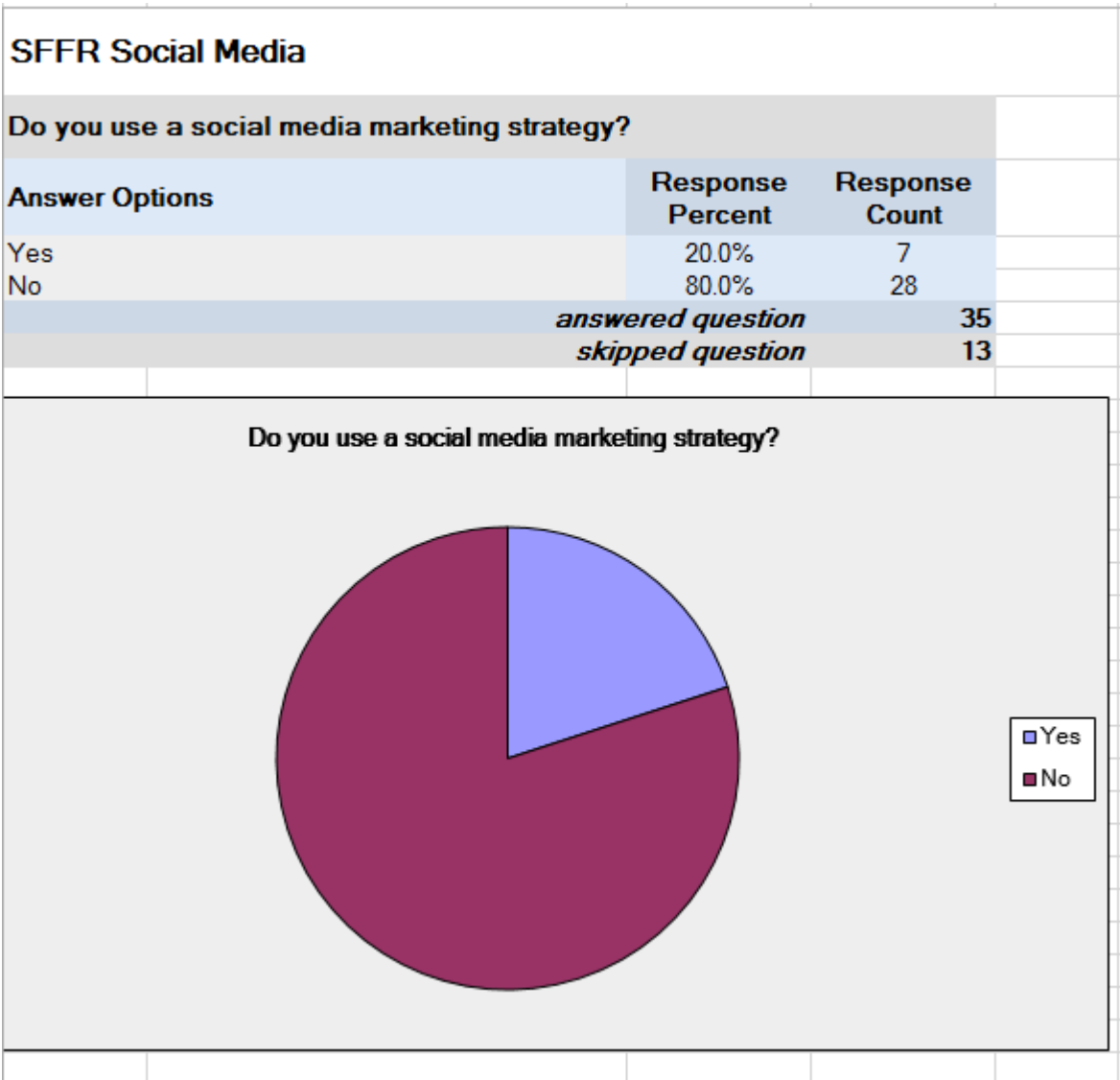


SFFR Social Media

What types of social media do you use? (Check all that apply)

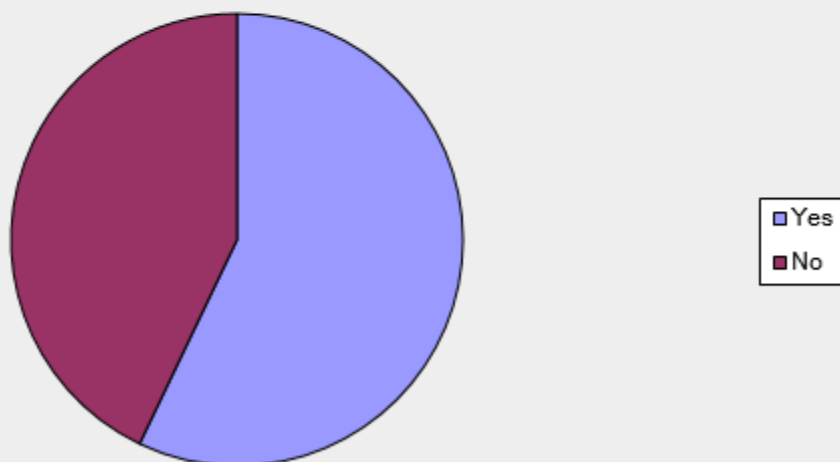
Answer Options	Response Percent	Response Count
Twitter	76.5%	26
Facebook	100.0%	34
Vine	2.9%	1
Snapchat	2.9%	1
Instagram	17.6%	6
Google+	2.9%	1
answered question		34
skipped question		14

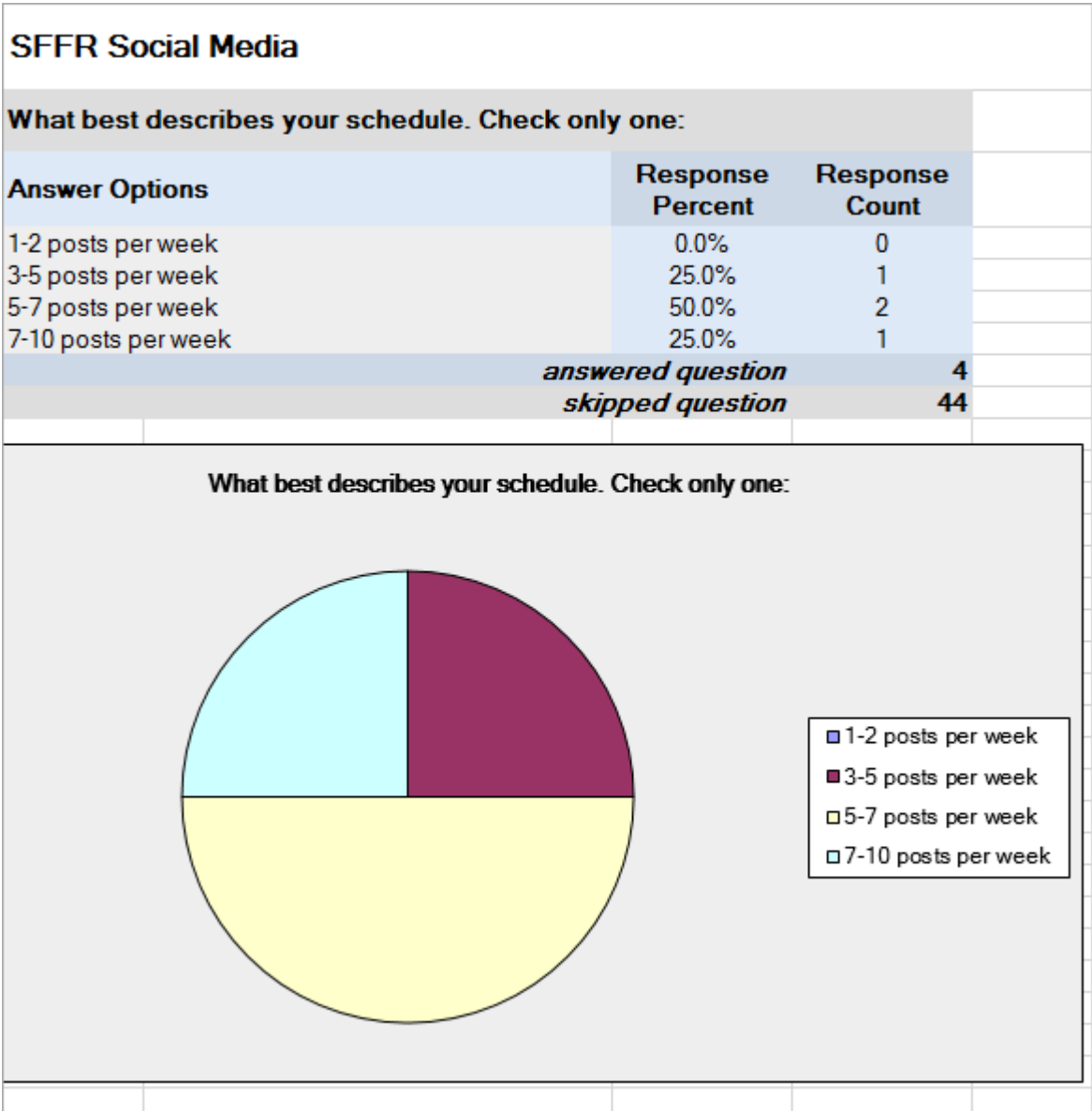


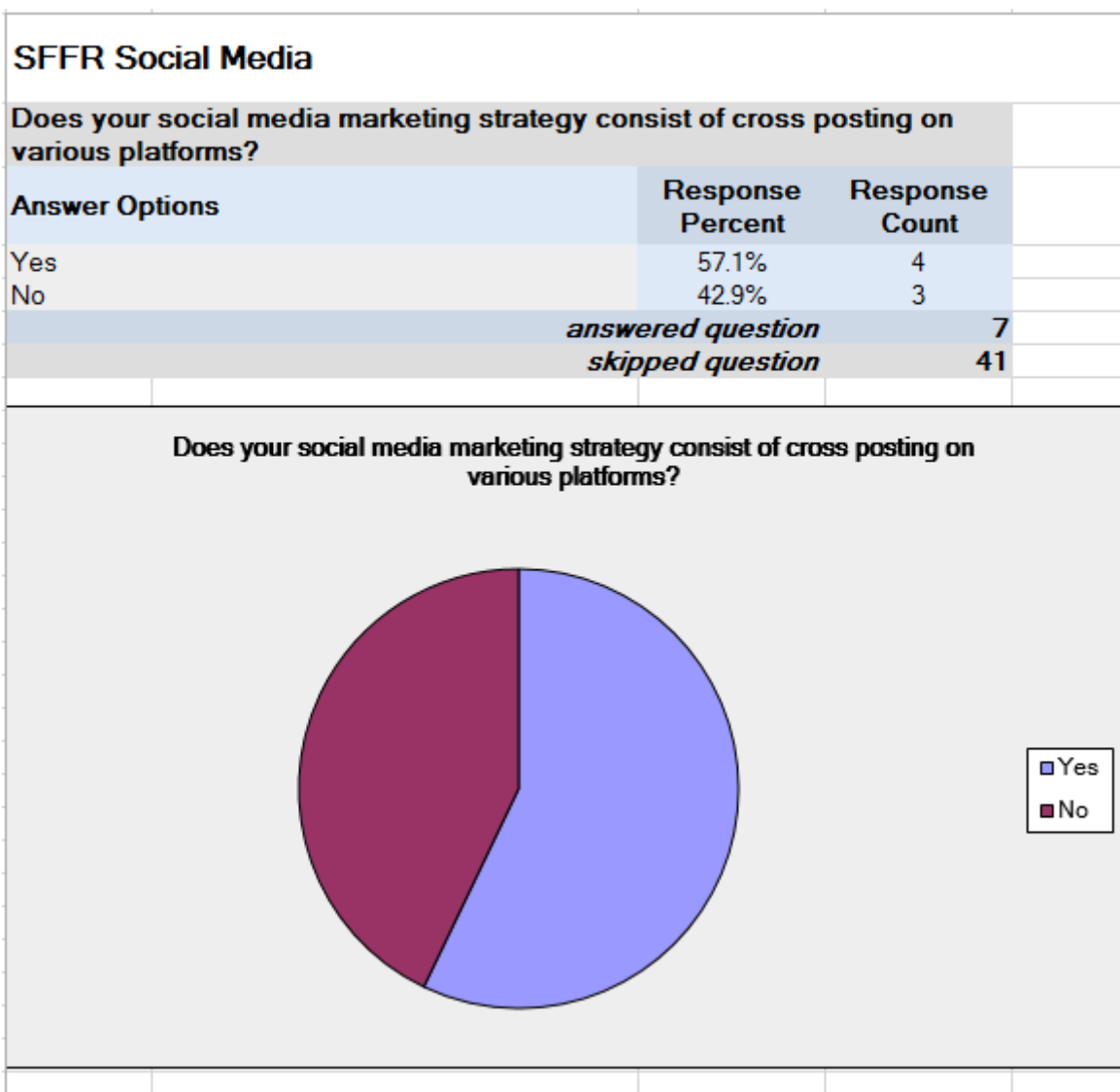


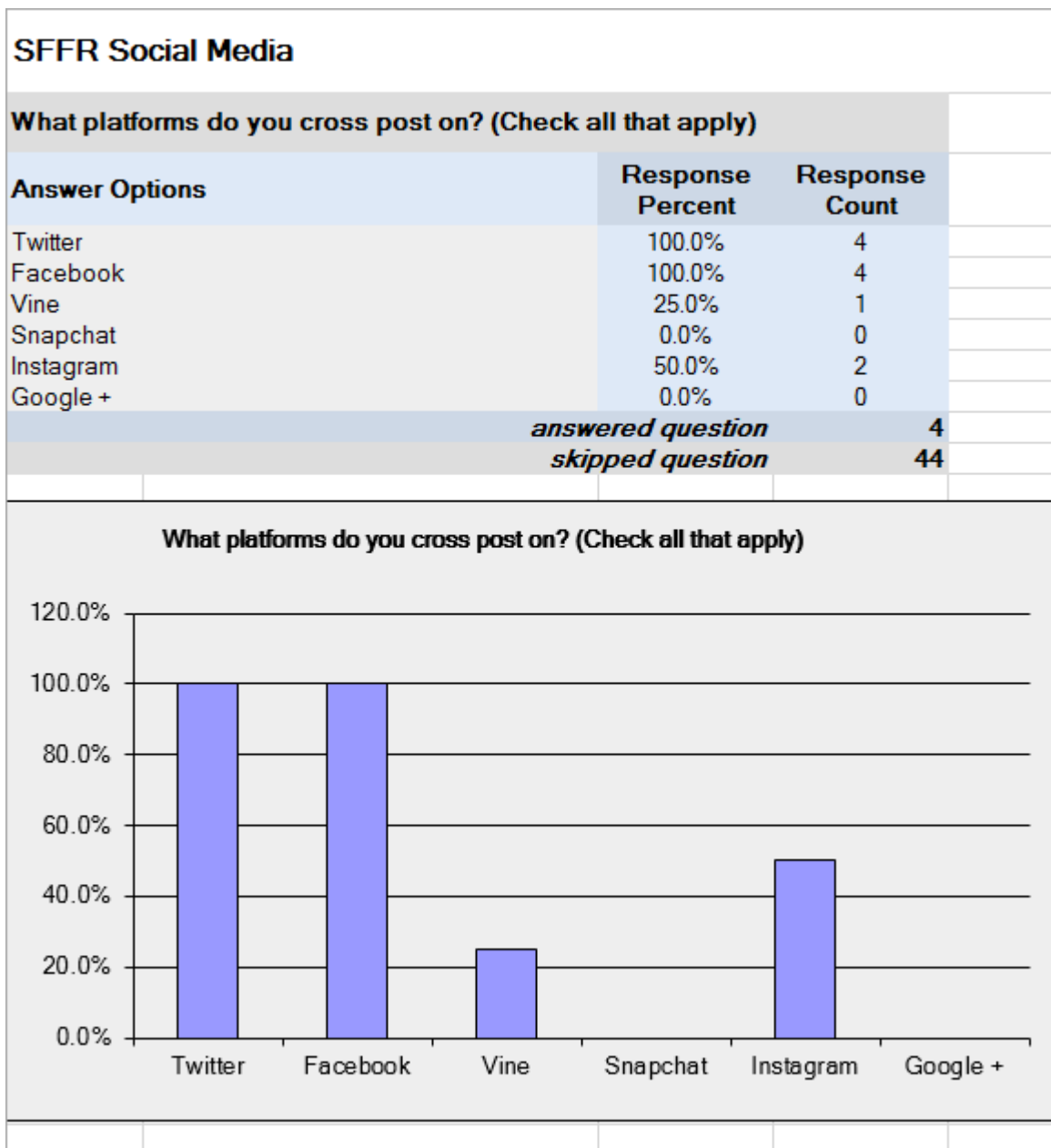
SFFR Social Media**Does your social media marketing strategy consist of scheduled postings?**

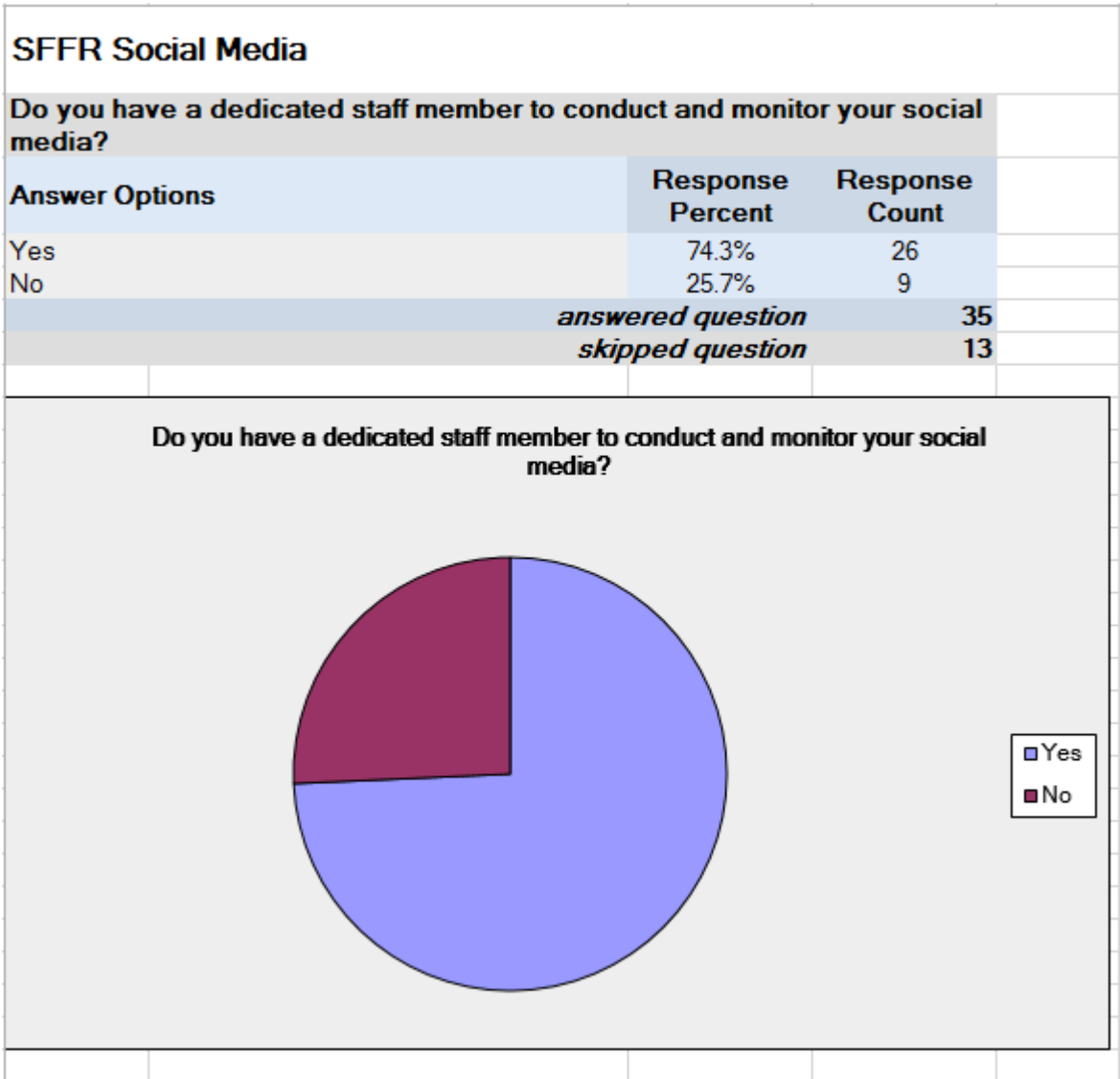
Answer Options	Response Percent	Response Count
Yes	57.1%	4
No	42.9%	3
<i>answered question</i>		7
<i>skipped question</i>		41

Does your social media marketing strategy consist of scheduled postings?









SFFR Social Media			
List any other areas which your department uses social media.			
Answer Options		Response Count	
		8	
<i>answered question</i>		8	
<i>skipped question</i>		40	
Number	Response Date	Response Text	Categories
1	Oct 30, 2015 11:59 PM		fundraising
2	Oct 29, 2015 5:27 PM		Public Relations & Special Operations Notifications
3	Oct 28, 2015 5:41 PM		N/A
4	Oct 28, 2015 1:32 PM		Fire Prevention, Communication with members
5	Oct 28, 2015 1:24 PM		We utilize a uniformed FF assigned to shift work to keep our facebook and twitter up to date. This is not the best approach. We do not have a dedicated pub/ed, PIO for the agency. Shared responsibility.
6	Oct 28, 2015 12:48 PM		Annual Report
7	Oct 27, 2015 11:15 PM		We have an effective collaboration with our IAFF local and an ad hoc community social media group. See on Facebook "Derry Firefighters" and "Bringing Derry Together." We successfully used a social media campaign to generate a petition drive and special election to reverse budget cuts and a station closure. Jackwebb@derrynh.org
8	Oct 15, 2015 8:33 PM		lkfdjlkdsj