


Maximizing the Impact: The Role of Social Media and the Public Information Officer in ESDs

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Why This Topic Matters

1

Growing reliance on social media for real-time information

2

Public expectations for transparency and engagement

3

Critical role of the Public Information Officer (PIO) in managing communication





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Purpose of This Presentation

To demonstrate how social media and a dedicated PIO enhance an ESD's visibility, trust, and communication efforts, especially during emergencies.

We must provide the right information to the right people at the right time so they can make an informed decision.





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Learning Objectives

Understand the importance of social media in emergency services.

Learn best practices for social media strategy and execution.

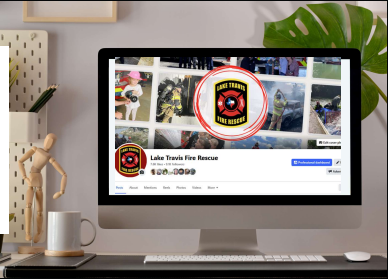
Recognize the key responsibilities of a PIO.

Develop a plan to align communication efforts with District goals.

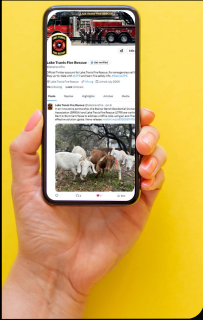
Explore techniques for managing crisis communication effectively.

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The Role of Social Media



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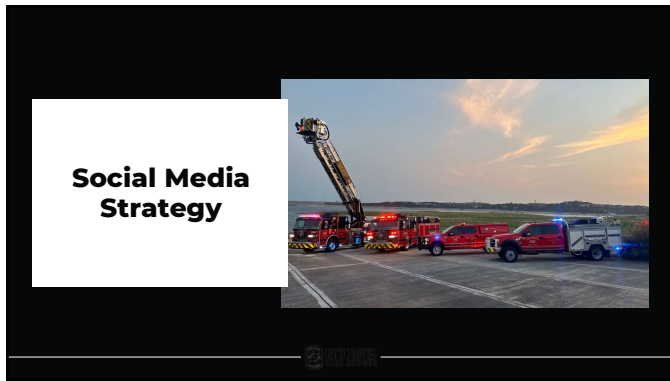


Why Social Media is Critical?

- Instant dissemination of information
- A platform for public education and engagement
- Building trust through transparency
- Managing public perception and department reputation

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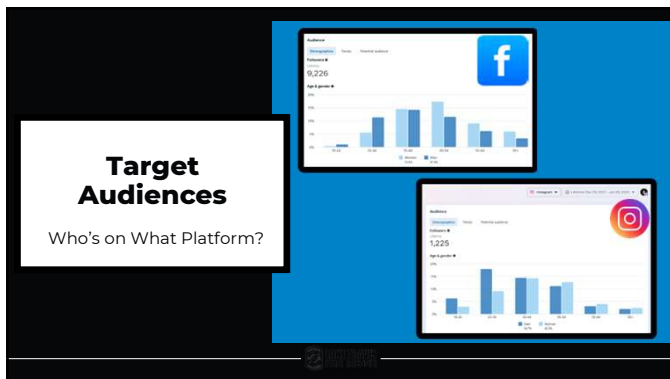
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Create a content calendar.

MONTHLY CONTENT CALENDAR

January

Topic	Image	Caption	Message
2024		2024 is here! Start your year with a bang. Share your resolutions and goals with the world.	Share your resolutions and goals with the world.
Winter		Winter is here! Share your favorite winter activities and destinations.	Share your favorite winter activities and destinations.
Travel		Travel is back! Share your favorite travel destinations and experiences.	Share your favorite travel destinations and experiences.
Food		Food is back! Share your favorite recipes and food experiences.	Share your favorite recipes and food experiences.
Life		Life is back! Share your favorite life experiences and moments.	Share your favorite life experiences and moments.
Fun		Fun is back! Share your favorite fun activities and experiences.	Share your favorite fun activities and experiences.

MONTHLY CONTENT CALENDAR

February

Topic	Image	Caption	Message
Valentine's Day		Valentine's Day is here! Share your favorite Valentine's Day experiences and moments.	Share your favorite Valentine's Day experiences and moments.
Winter		Winter is here! Share your favorite winter activities and destinations.	Share your favorite winter activities and destinations.
Travel		Travel is back! Share your favorite travel destinations and experiences.	Share your favorite travel destinations and experiences.
Food		Food is back! Share your favorite recipes and food experiences.	Share your favorite recipes and food experiences.
Life		Life is back! Share your favorite life experiences and moments.	Share your favorite life experiences and moments.
Fun		Fun is back! Share your favorite fun activities and experiences.	Share your favorite fun activities and experiences.

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Use analytics to measure success.

Views

247.4K ↑ 10.2%

Reach

90.3K ↑ 10.2%

Content Interactions

6.9K ↑ 10.2%

Engagement

1.4M (10.2%)

Video

5.5K ↑ 10.2%

Followers

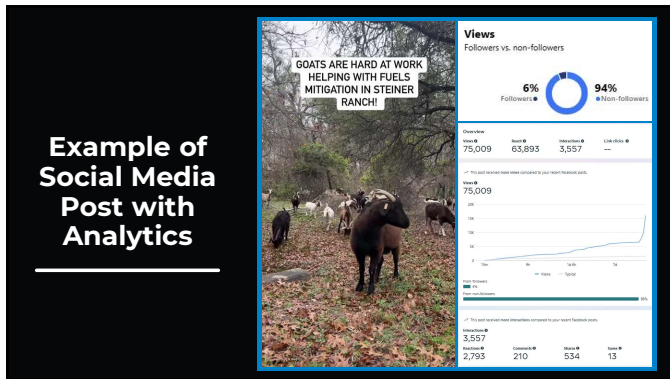
164 ↑ 10.2%

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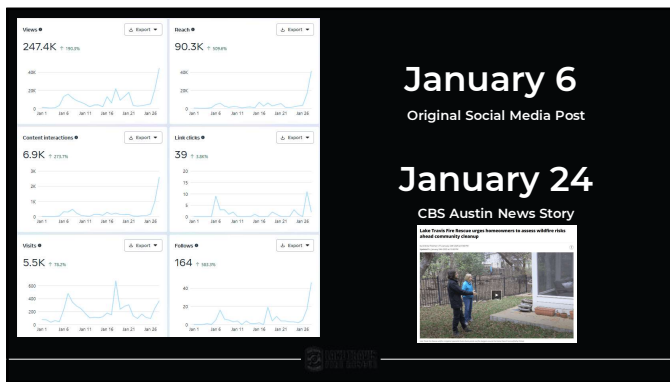
Use analytics to measure success.

Post	Boost	Mon Jan 6, 9:30pm	4.4K	36	0	6
Lake Travis Fire Rescue firefighters quickly extinguish...	Boost	Mon Jan 6, 9:30pm	4.4K	36	0	6
The handworking goats tackled the fire...	Boost	Mon Jan 6, 7:00pm	262	25	0	5
The handworking goats tackled the fire...	Boost	Mon Jan 6, 7:00pm	2.6K	68	10	3
This story has no text...	Boost	Mon Jan 6, 11:45am	133	3	---	0
Goats to the Rescue in Steiner Ranch from Janu...	Boost	Mon Jan 6, 11:44am	63.9K	2.8K	210	534
This story has no text...	Boost	Mon Jan 6, 11:15am	100	1	---	0

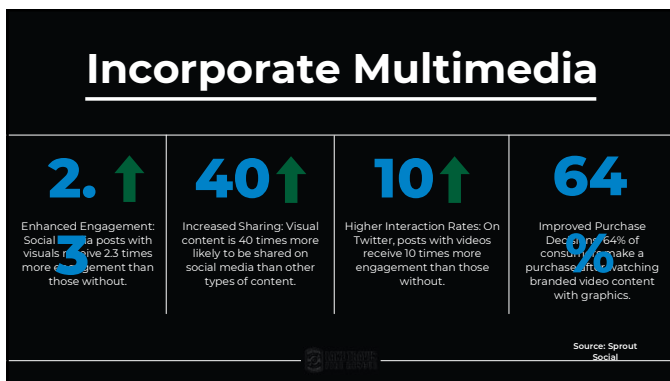
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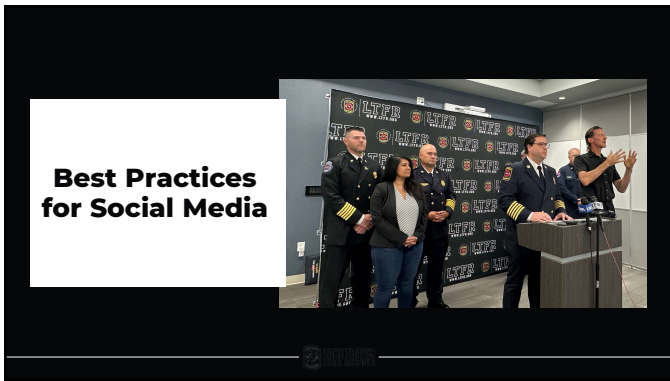
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What is the Role of a PIO?




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A Public Information Officer (PIO) is responsible for interfacing with the public, media, and other agencies to provide accurate, accessible, and timely information related to incidents. The PIO gathers, verifies, coordinates, and disseminates information on the incident's cause, size, current situation, and resources committed, serving both internal and external audiences. Additionally, the PIO monitors public information and handles inquiries from various stakeholders, including the media and elected officials.

Source: FEMA


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Key Responsibilities of a PIO

- Can serve as the official spokesperson for the District
- Manage social media accounts and public messaging
- Crisis and strategic communicator
- Brand and image manager

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Key Responsibilities of a PIO


- Develop communication strategies
- Ensure accurate and timely dissemination of information during crises
- Train staff and leadership on media interaction

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Key Responsibilities of a PIO


Other Duties as Assigned

Videographer	Photographer	Graphics Creator
Media Relations	Website	Relationship Builder
Education and Outreach	Liaison	Video Editor
Creative Director	Storyteller	Reporter
		Advocate



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Develop a Communication Plan



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Developing a Communication Plan

- Situational analysis
- Goals and objectives
- Key messages
- Tools and platforms
- Metrics for evaluation



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Ensure your communication plan is fully integrated with your District's strategic priorities, financial framework, and overarching mission, vision, and goals to create a cohesive and effective messaging strategy.

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Crisis Communication



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Managing Emergencies Effectively

- ✓ Prepare templates for common scenarios.
- ✓ Establish a single source of truth for updates.
- ✓ Monitor misinformation and address it quickly.
- ✓ Collaborate with local agencies for unified messaging.

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Overcoming Challenges

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Common Barriers

Limited resources (time, staff, budget)



Resistance to change

Managing misinformation

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Solutions

- Prioritize training and cross-functional support
- Leverage free tools and platforms
- Build partnerships with local media and stakeholders
- Funding
- Shared services



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Takeaways



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Key Points to Remember

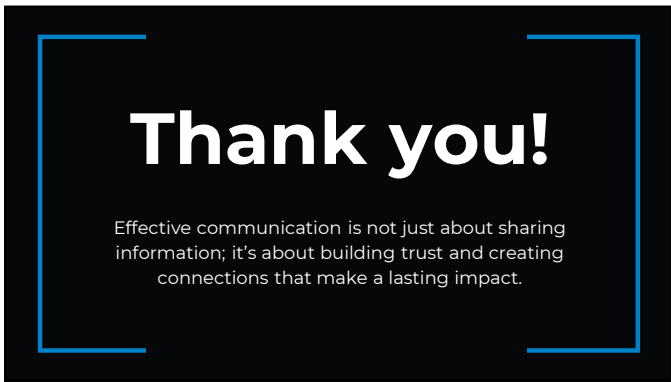
- Social media is essential for Emergency Services Districts.
- A dedicated PIO enhances communication and helps build trust.
- Proactive planning and best practices ensure success.
- Real-time updates and crisis communication save lives and reputations.



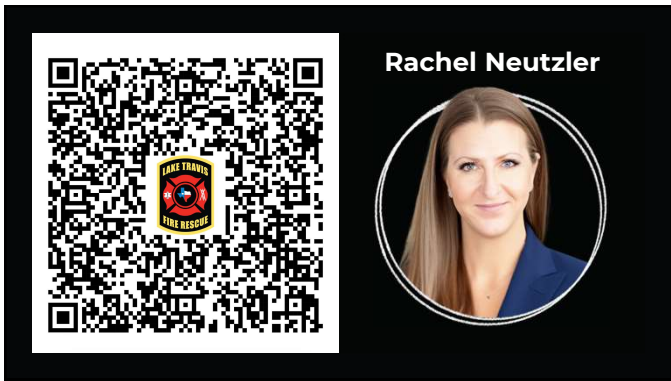
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