



Marketing your District

#SERVICEABOVESELF

PRESENTER: *Nikki Simmons*



First Assignment:

Assign a
professional
cheerleader



Jumping on social media

Sharing on social media gives you the option to control the narrative, educate the community, and boost morale.



KNOW YOUR AUDIENCE

Who are your people?
Make a Business page.
Social media data is available to you.



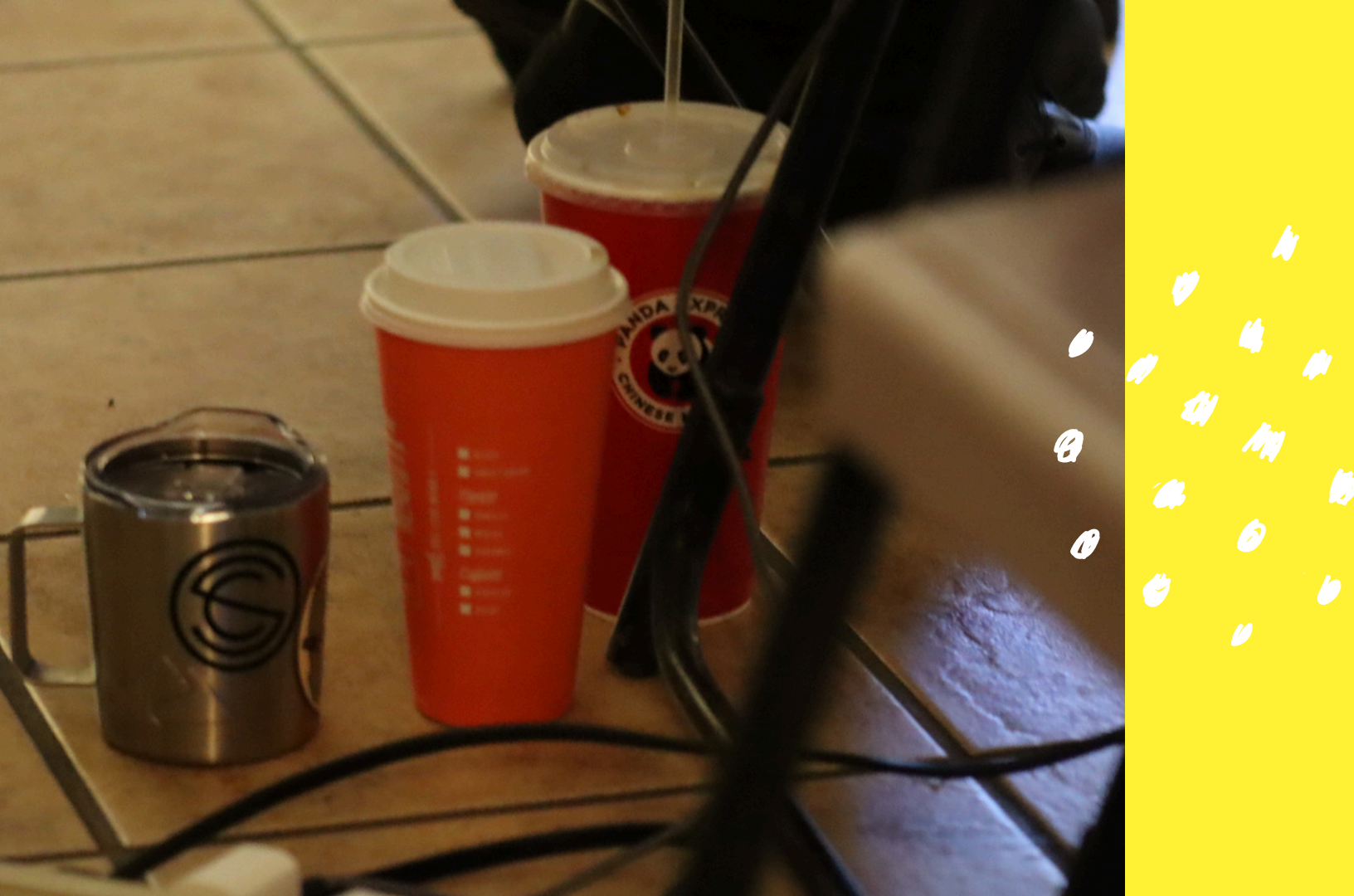
START YOUR CAMPAIGN

Educate.
Visit your team.
Educate.
Inform local entities.
Educate.
Tell your community.



WHAT'S YOUR HASHTAG?

Share the good news!
Use free resources.
Your fire family is your biggest asset.



Tactical Skills

Not just for
pulling hose.

Pay attention to your look.



Incident Commander

Tell me what's
happening!

Everyone wants to be in the know. Sharing details is as easy as stop, drop, and roll



421



90

Working with the media

01

KNOW YOUR REPORTERS

This is a two-way relationship,
not unlike your two-way radio. Communication can go both ways.

02

REACH OUT FIRST

You may have outkicked your coverage at home, but don't be afraid to **pitch the idea** to the media.

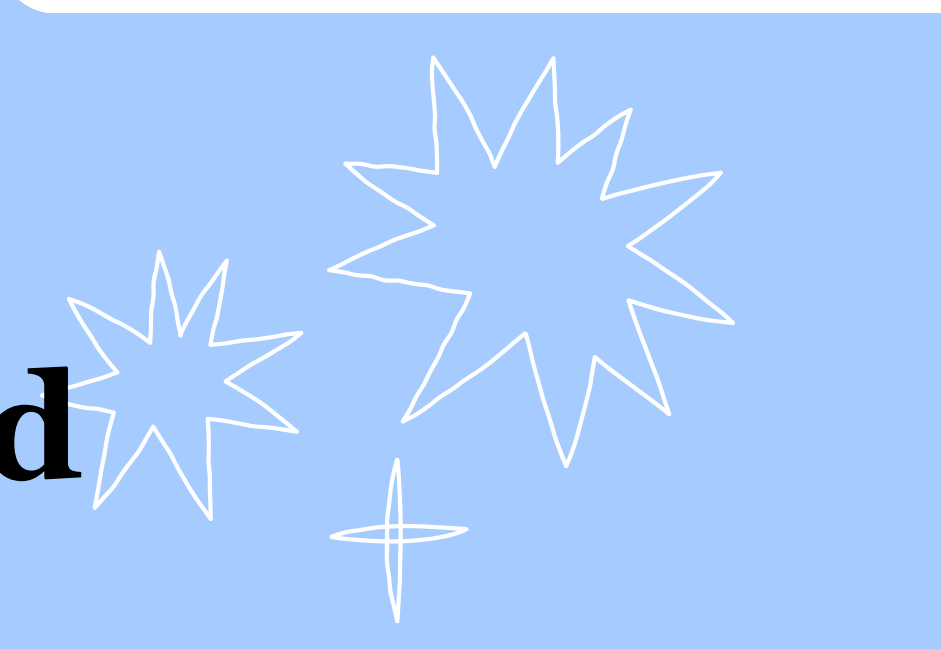
03

WHO IS ON THE OTHER SIDE?

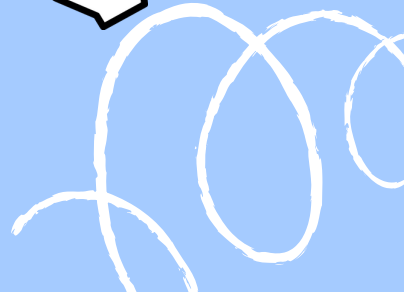
Get the details **on the whole story** from your reporter.

JOHN SALKA
-RETIRED FDNY

“The time that it takes to gear up, turn out respond, stretch lines and start searching is not ours, it belongs to the folks *waiting* for us to perform.”



Firefighter Training



Fire is hot.
Take a
chill pill!

You don't have to be nervous
during an interview.





It is inevitable that you will face negative press.

Don't stress

The heat is on.

You've opened the door.

Time to go all in.



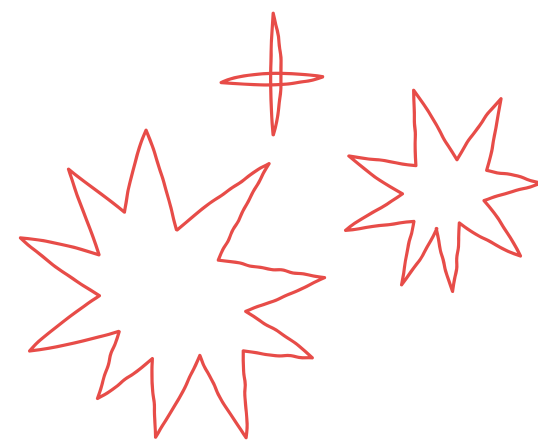
[SCESD 2 FIRE](#)



Tell me
something good!

Let's be honest.
Everyone loves the fire truck.





Ignite
some
laughter.

Don't forget to have
a little fun.





SCAN HERE!



SCAN

#SERVICEABOVESELF

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