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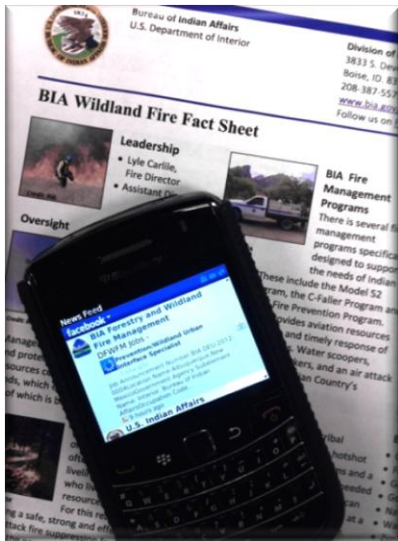
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## Division of Forestry and Wildland Fire Management Social Media Fact Sheet

March 2012



Indian Country has diverse communication needs and capabilities, ranging from door-to-door communication with neighbors, monthly or weekly printed newspaper printing to hourly social media announcements.

As the demographics in our workforce shift, we now have to look at new ways to recruit, communicate and collaborate with a generation of people who have never known a time without the internet. This is where the world of social media has opened up the Division of Forestry and Wildland Fire Management (DFWFM) to more communication outlets than ever before.

The DFWFM developed a social media strategy that is targeting the next generation of foresters and fire managers, in line with the Department of Interior Social Media policies and Indian Affairs Guidelines. This strategy encompasses Facebook, Twitter and other emerging social media outlets, allowing the BIA-NIFC website to become main platform for information hosting, and a key piece to this social media plan.

After the addition of its 500 millionth member in early February, Facebook officially surpassed Google in becoming the world's fastest growing company. In 2011, 80 percent of people under the age of 30 received their news and information from a non-traditional source, like that of Facebook and Twitter.

This is where the DFWFM can take control of informing its publics by reaching out with social media in order to gain a broader audience than before.

The DFWFM Facebook page currently has over 400 followers with nearly two-thirds of those followers being successfully reached on a weekly basis. The DFWFM posts information about what matters most in Indian Country Forestry and Fire Management activities. Facebook is used to announce job vacancies, training opportunities, and was ideally designed to work as THE "newspaper" for Indian Country Forestry and Fire Management related information.

Twitter has become a mean to deliver quick bits of information. Twitter is to a text message as Facebook is to a phone call; it's short, to the point and directs those interested in information where to go to get it, no fluff allowed.

A Native American proverb says that "the Great Creator gave people two ears and one mouth so we could listen twice as much as we speak." Many organizations and agencies fall short in connecting with their followers to ensure their message is received, understood, and relevant. As the DFWFM social media networks grow, we invite and encourage you to stay engaged, participate and tell your story.



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@BIA\_DFWFM

Talk Directly to Us:  
@BIA\_DFWFM#

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[http://www.facebook.com/pages/BIA-Forestry-and-Wildland-Fire-Management/186942744684280?ref=tn\\_tnmn](http://www.facebook.com/pages/BIA-Forestry-and-Wildland-Fire-Management/186942744684280?ref=tn_tnmn)



## Bureau of Indian Affairs – Division of Forestry and Wildland Fire Management

### Social Media Comment Policy

Updated: March, 2012

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#### Social Media Comment Policy

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the BIA DFWFM will use social media tools to reach a broader audience. The DFWFM has an overriding interest in and expectation of what is "spoken" on behalf of Wildland Fire management on social media sites.

Comments or responses made by the public containing any of the following forms of content shall not be tolerated.

- 1) Comments not typically related to the particular social medium article being commented upon.
- 2) Comments in support of or opposition to political campaigns or ballot measures.
- 3) Profane language or content.
- 4) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- 5) Sexual content or links to sexual content.
- 6) Solicitations of commerce.
- 7) Conduct or encouragement of illegal activity.
- 8) Information that may tend to compromise the safety or security of the public or public systems.
- 9) Content that violates a legal ownership interest of any other party.