

Marketing Communications SOCIAL MEDIA STRATEGY

June 21, 2022

Project Brief:

The success of California Wildfire & Forest Resilience Task Force (TF) communication will be determined by the adoption of content disseminated through the Integrated Outreach Plan. The Content Strategy aims to maximize digital engagement with Task Force stakeholders, thereby maximizing the impact of the Task Force. Social media will play a key role in the overall communication strategy for the Task Force.

Objectives:

- **Demonstrate Progress:** Task Force social channels should present clear, consistent, relevant and compelling content that speaks to progress being made on the full range of initiatives.
- **Be Engaged:** Social feeds will provide an ongoing place for stakeholders to engage with Task Force content to see continuous progress and share with others. All channels will be a “platform” for two-way communication between the Task Force and interested parties.

Strategy:

- **Organic:** The TF should use an organic (not paid) social strategy, with a focus on genuine engagement with partners of the Task Force. If certain objectives are not being met via an organic strategy, a paid strategy could be considered but may inherently not be in alignment with the TF’s brand (public resource).
- **Focus:** Augment, don’t duplicate with CALFIRE, CNRA, USFS Fire-California, CA Fire Safe Council, etc. Promote the messages that already exist and add insights or updates which align with the Task Force’s objectives.
- **Inform:** Provide interesting, educational information in support of a rich communication environment. Audiences should look forward to posts from the Task Force and should find them valuable and worth sharing.
- **Show Progress:** Select content that is specific to tangible Task Force progress in key areas
- **Be Channel and Audience Specific:** Use each social media platform as it was designed to be used, and communicate using the language, tools, and visuals which are relevant to each unique audience.

Metrics:

- **Metrics (Quantitative):** Follower numbers, engagement levels, click-through-rates, shares and likes. More on this in the Metrics section below.
- **Metrics (Qualitative):** Feeds are well received and content is referenced regularly by media

Stakeholder Overview:

- **Task Force:** All members of federal, state, local, tribal and private entities involved with achieving the four Goals and 99 Key Actions outlined in the Action Plan.
Relevant Insight: *Seek clear direction and consistency of messaging from the Task Force to help guide their efforts and align their outgoing communications.*
- **Legislators:** Specifically, elected officials in California and parts of the US government with policymaking responsibilities and constituencies throughout the state.
Relevant Insight: *Seek to assure voters that they are delivering on an effective and financially responsible approach to creating fire safe communities and, importantly, promoting the many added benefits that come from better forest health.*
- **Media:** Statewide and regional news sources.
Relevant Insight: *Play a key role in changing public perceptions about fires and fire safety, from a suppression-only approach to a multi-faceted set of initiatives focused on a long view approach to forest resiliency and how those efforts will benefit Californians for generations.*
- **Public:** California citizenry at large. *[Pass-Through Public Awareness: Given that we are not funded to reach mass audiences, we will rely on legislatures, industry influencers and earned media to raise awareness of Task Force purpose and progress.]*
Relevant Insight: *Desperate for positive news that real action is being taken to prevent wildfires but lack awareness of the full range of actions required, or that it comes with long term added benefits.*

Platforms:

In previous planning sessions, it was determined that five social media channels will be established, on the following platforms: Instagram, Facebook, YouTube, Twitter, and LinkedIn. Each of these will be populated based on content from the main TF website, as well as supplemented by timely and topically relevant content provided by the comms team.

LINKEDIN

Content-driven, with ability to share and invite connections. Page Admins can [invite connections to directly like the page](#). Depending on LinkedIn engagement and usage, groups could be established for specific interest areas or needs (for example TF working groups or interest areas).

- **Target Audience:** Working professionals in fire, forest management and related industries. LinkedIn is also where many TF members and agency leaders are likely to be actively engaged and interested in sharing TF content with their networks.
- **Content subject matter:** Generally, share the same content as Facebook since TF information is broadly applicable and some users may be active on one platform and not the other. There could be some additional LinkedIn-only insider information posted for those in the know (such as highly technical white papers).
- **Content type:** LinkedIn is a primary platform for professionals. Content should provide a mix of photos/graphics, videos, and links, similar to Facebook. There are several ways to create content on LinkedIn:
 - **LinkedIn Articles** // Articles are essentially blog posts that are hosted on LinkedIn itself and can be easily shared via the TF LinkedIn profile.
 - **Text-Only Posts** // Text-only LinkedIn posts can include hashtags and emojis, but nothing else. Text Only Post Character Limits: Up to 1300 characters and no imagery (except for emojis).
 - **Native Video** // Native videos are those that are uploaded directly to LinkedIn or created on the platform itself. Unlike embedded videos via a service such as YouTube, LinkedIn native video autoplays in-feed, which is more likely to grab attention and will increase the reach of TF content by keeping a user in the LinkedIn feed.
 - **LinkedIn Polls** // Relatively new polling tool native to LinkedIn.
 - **Carousel Posts** // Multiple images can be built using PDFs and PPTs.
 - **Single Image post** // Short and snappy statistics, educational infographics and content
 - **Document Posts** // Share PowerPoint files, Word documents or PDFs directly in a post
 - **LinkedIn Stories** // Short snippets of content uploaded in sequence that share a story only available for 24 hours.
 - **LinkedIn Live Video** // Not recommended for TF
 - **LinkedIn Events** // Not recommended for TF
- **Hashtags:** Always use the #WildfireTaskForce tag to help people discover all TF content. Add one or two additional hashtags that are most relevant to the content of the post, trying to use tags that are in common usage by people interested in the subject.
- **Posting Times:** As a start, 9 AM Tuesdays and Wednesdays are best for LinkedIn ([per Hootsuite](#)). This should be refined as data is gathered for TF-specific content.
- **Accessibility:** See Accessibility Guidelines section for general info.

FACEBOOK

Content-driven with ability to follow, share, like, etc. Used widely across many demographics, but also can be overwhelming and easy to get lost in the shuffle. Critical platform for any meaningful social engagement, but less targeted than the other TF platforms.

- **Target Audience:** Broad constituency with ability to target those with interest in fire and forest mgt.
- **Content subject matter:** Engaging and interesting to promote sharing and followers
- **Content type/style/format:** Provide a mix of photos/graphics, videos, and links, similar to LinkedIn. See the Image vs. Link Posts section for general considerations.
- **Types of posts:**
 - **Facebook Image Posts** // Images can be composed of generated graphics and text you create in graphics software or editors, or they can include photos, or a combination thereof. An image post is designed to stand out from the text that covers the majority of the background on the Facebook home feed.

- **Facebook Stories** // Full-screen vertical images and videos that come together to tell a story to your audience. Available for a limited time unless saved. Stories can be used to generate extra engagement about specific topics or events. This may be especially helpful with live events or other time-sensitive communication needs.
- **Facebook Link Posts** // Any post, whether they contain a graphic or not, that includes a link within the caption that drives traffic to a particular spot, whether that be on Facebook or another website.
- **Text-Based Posts With Generated Colorful Backgrounds** // Very much like a text-based post, where the caption is the post with a background to help that text stand out as many images do. Not likely to be very useful for the TF.
- **Facebook Reels** // Similar to the IG reel, short form video.
- **Native Video** // Original content uploaded directly to Facebook.
- **Facebook Live Video** // May have some limited use during events or other “in person” activities where viewers may want to tune in. Should be used carefully in conjunction with other livestreaming tools such as YouTube.
- **Facebook Live Audio Rooms** // Not recommended at this time for the TF.
- **Podcasts on Facebook** // Not recommended at this time for the TF.
- **Hashtags:** Always use the #WildfireTaskForce tag to help people discover all our content. You can then add one or two additional hashtags that are most relevant to the content of the post, trying to use tags that are in common usage by people interested in the subject.
- **Posting Times:** As a start, 8 AM and 12 PM on Tuesdays and Wednesdays are best for Facebook ([per Hootsuite](#)). This should be refined as data is gathered for TF-specific content.
- **Accessibility:** See Accessibility Guidelines section for general info.

INSTAGRAM

Browse-friendly content, image-driven with limited text and lack of direct link to content. Wide ranging audience, from members of the public to partner agencies and elected officials.

- **Target Audience:** Casual followers more interested in aesthetics than news, but powerful images and education descriptions can drive deeper engagement
- **Content subject matter:** Rewarding imagery and videos
- **Content type/style/format:** Provide powerful images and videos (such as close-ups, unique subjects, vivid colors, behind the scenes, eye-catching infographics) and pair them with educational descriptions so people can learn more about what they are looking at. Also mention link in bio and make sure that link does allow people clear access to more information on the topic.
 - **Photo post** // A single photo added to your Instagram feed
 - **Video post** // A video added to your Instagram feed (can be as short as a few seconds or as long as an hour)
 - **Carousel post** // A selection of up to 10 photos and/or videos in a single post on your Instagram feed
 - **Instagram Story** // Instagram stories are temporary stories that stay on your profile for 24 hours. You can also add them to different story highlights that remain at the top of your Instagram profile for followers to check out after the initial 24 hours is up. Stories can be used to generate extra engagement about specific topics or events. This may be especially helpful with live events or other time-sensitive communication needs. Stories cannot currently be directly scheduled but posting them can increase content reach, so it is recommended to include them in strategy.
 - **Instagram Reel** // An Instagram reel is a short-form video similar to TikTok videos. They help to engage audiences and build a bigger following on Instagram.
 - **Instagram Live Video** // The last option is to go live on Instagram. This creates a live video broadcast on your Instagram account that your followers can tune into and watch. They can also leave comments, giving you a great opportunity to interact with your audience in real time.
 - **Polls** // Tool for asking questions and gathering data from audience. Possible uses could include gathering feedback about an action or proposed action, planning for event, or planned outreach efforts.
 - **Count Down to an Important Event** // Consider using the countdown to build interest towards events or milestones related to the work of the TF.

- **Q&A Sessions** // Consider doing Q&A sessions periodically, particularly once the audience has been built up (or, to build the TF audience).
- **Highlights:** Instagram provides optional “highlights” at the bottom of a profile. This is one way to make important content easily accessible to new and returning viewers. The TF should utilize this feature, building out 3-6 highlights based on TBD topics (events, news, progress, etc.)
- **Hashtags:** Always use the #WildfireTaskForce tag to help people discover all our content and include the same one or two additional hashtags used on Facebook/LinkedIn.
 - **For posts:** You can use up to 30 hashtags and using a large number can help your content be found by more people, however quality content is much more important to reach and engagement than using lots of tags.
 - **For Stories:** Up to 10 hashtags can be used.
- **Posting Times:** As a start, 11 AM on Wednesdays is best for Instagram ([per Hootsuite](#)). See Posting Volume & Timing section for general info. This will be refined as data is gathered for TF-specific content.
- **Accessibility:** See Accessibility Guidelines section for general info.

TWITTER

Consider immediacy and conversational dynamics. Great platform to reach journalists/media. Twitter is a platform which is most effective with regular and robust engagement, and thus may be most effective if a TF staff or other user with detailed knowledge of issue areas and prospective controversies is able to manage the channel on a daily basis (checking several times per day).

- **Content subject matter:** Convert all content being published on other platforms to Twitter format (short text). Twitter can also be considered for posting real time updates on breaking news or events.
- **Content type/style/format:** Short form text and images, often using platform specific terminology and shorthand to effectively communicate in brief messages.
 - **Tweets** // A message posted to Twitter containing text, photos, a GIF, and/or video.
 - **Mentions** // A Tweet containing another account’s Twitter username, preceded by the “@” symbol. For example: “Hello @TwitterSupport!”
 - **Replies** // A reply is when you respond to another person’s Tweet.
 - **Retweets** // A Retweet is a re-posting of a Tweet. Twitter’s Retweet feature helps you and others quickly share that Tweet with all of your followers. You can Retweet your own Tweets or Tweets from someone else.
 - **Quote Tweet** // Quote Tweet feature allows you to Tweet another person’s Tweet with your own comment added.
 - **Promoted Tweets** // Promoted Ads are ordinary Tweets purchased by advertisers who want to reach a wider group of users or spark engagement from their existing followers.

Best practice is to have one message per Tweet. A [Twitter thread](#) for a longer story. Post important progress content but avoid inviting comments and debate until resources are available to engage frequently and accurately.

- **Hashtags:** Always use the #WildfireTaskForce tag to help people discover all your content and, as space allows, include the same one or two additional hashtags used on Facebook/LinkedIn as space allows (definitely cut the third hashtag if you need more characters for content).
- **Posting Times:** As a start, 8 AM on Mondays and Thursdays are best for Twitter ([per Hootsuite](#)). See Posting Volume & Timing section for general info. This will be refined as data is gathered for TF-specific content.
- **Accessibility:** See Accessibility Guidelines section for general info.

YOUTUBE

Generally used as a searchable video content portal. It’s best practice to post videos natively on each social platform because they will get more reach, rather than sharing a YouTube link. At this time, it does not appear that YouTube will be a highlight active TF media platform. However, TF video content should be shared here, and it has the potential to be a key element in a robust communication platform.

- **Target Audience:** Most people going to the TF YouTube page will be looking to access a specific video they are looking for.
- **Content:** Keep it clean and high value if possible. Avoid a lot of lower quality videos that clutter and make the page hard to navigate. Unless there is going to be a regular cadence of videos published, just use the channel as an as needed repository for videos. If there is a short overview video about the TF that would

be great to highlight on the channel homepage as an auto-play featured video.

Content type/style/format: Select a compelling frame from the video or upload a descriptive still image to be used as the video thumbnail. Make sure to include an engaging descriptive title and write a clear video description. Always include a call to action and a link to more information in the description.

- **Community posts** // Creators with access to the Community posts can interact with viewers using rich media. Community posts can include polls, GIFs, text, images, and video. Community posts can allow you to connect with your audience outside of video uploads. Creators with over 500 subscribers have access to Community posts.
- **Hashtags:** Always use the #WildfireTaskForce tag in the video description to help people discover all our content and include the same one or two additional hashtags used on Facebook/LinkedIn
- **Posting Times:** No recommendation.
- **Accessibility:** See Accessibility Guidelines section for general info.

Engagement Strategy:

KEY MESSAGES

Because there are so many subjects and sub-topics being covered by the TF it does not make sense to develop key messages within social strategy. Key messages can be generated farther up the communications food chain. They can then either be directly pulled from a key messages document or drawn from those messages already integrated into content produced for web, e-news, press releases, etc.

tone

The tone of the TF social media channels should follow the overarching tone set by the communications team for the TF and its affiliated agencies. The following are basic guidelines for the tone all social media channels should follow:

- Use professional voice
- Demonstrate subject matter expertise
- Positive yet realistic

Recall that part of the social strategy is to be human. For posts and longer-form content, language should be from the third person perspective and always matter of fact. For comments and DMs, language can be more approachable and human, using first/second person as it fits.

BRAND STYLE GUIDE

A style guide should be created at the top level of communications and then followed by social media managers. At a minimum, a visual style guide will help build consistency across social media channels and across all TF communication. There may be some variants to note/approve for social, such as permission to write CA instead of California to save precious characters on Twitter or other tight situations that may arise.

PARTNER SOCIAL CHANNELS

The TF has the distinct advantage of being seen as a large bureaucratic machine, not a collection of individual people. We propose to use that to our advantage and engage on social media in a 1:1, very human way (element of surprise). This requires a greater investment of resources up front but will yield a stronger following and a better outcome for the objectives of the TF (namely, meaningful engagement with stakeholders and partners). The primary tactic to engage in this meaningful way is to spend the time actively engaging with strategic accounts (some of which are identified in the "Partner Accounts" table below), as well as the biggest "fans" of the TF as demonstrated by their interactions with the TF accounts. Additionally, "influencer" accounts should be identified - these are accounts that are outside of the Partner Accounts but would be helpful in promoting the messaging of the TF.

First, TF should Follow/Like all partner social media accounts from the TF social accounts so that this content will appear in the TF account feed. This is also a good opportunity to send the account a Direct Message (DM) with a quick introduction. Remember, there is one (or perhaps more than one) real person on the other end of that DM - be memorable and engaging, and they are more likely to engage with you in the future.

Second, by liking and commenting on the social posts from partners, it can show support for the partners and spread some awareness for the TF. This is one way to gain followers - simply liking and commenting will make the TF more visible. On a regular schedule select the most active and relevant posts from the TF feed and make appropriate comments on them while tagging the entity. Relevance includes:

- Posts referencing TF work.
- Posts less than 24 hours old (early comments will be seen by more people), and/or
- Posts that have significant engagement (likes/comments/shares) indicating the post is being seen by more people and may continue to be shared]

Example comments:

- @mypubliclands, thank you for spreading the word about our Task Force efforts!
- Great work @CalFire on tackling the CZU Complex fire! We have a link in our bio about this fire and the long-lasting impacts.
- @u.s.forestservice, beautiful sunset photo.

Note that some of the engaging partner posts seen during this review may be good content for sharing or reposting via the TF accounts.

PARTNER ACCOUNTS

Organization	Facebook	Instagram	Twitter	LinkedIn	YouTube
CALFIRE	CALFIRE	calfire	CAL_FIRE	calfirecareers	CALFIRETV
CALFIRE Fire Marshal	CALFIREQSFM	-	-	-	-
California Governor	CAgovernor	cagovernor	CAgovernor	office-of-the-governor-california	cagovernor
Cal EPA	CaliforniaEPA	CaliforniaEPA	CaliforniaEPA	california-environmental-protection-agency	UCvXp5MIGetR7ZcjRZHrZESA
Cal OES	CaliforniaOES	cal_oes	Cal_OES	cal-oes	calemergencytv
BLM	BLMNational	mypubliclands	BLMNational	bureau-of-land-management	BLMNational
BLM California	blmcalifornia	-	BLMca	-	BLMCALIFORNIA
US Forest Service	USForestService	u.s.forestservice	forestservice	usda-forest-service	usdaForestService
US Forest Service - Region 5	CaliforniaNationalForests	-	R5_Fire_News	-	-
USFS PSW Research	fsresearch	-	usfs_psw	-	-
Sierra Nevada Conservancy	SierraNevadaConservancy	sierranevadaconservancy	CAsWatershed	sierra-nevada-conservancy	SNConservancy
Cal OPR	-	-	Cal_OPR	-	UCTBmAaSZWDxOcyjo85dcXtA
CNRA	-	canaturalresourcesagency	calnatresources	california-natural-resources-agency	ResourcesAgency
CSAC	CSACCountries	csac_counties	CSAC_Counties	california-state-association-of-counties	CSACCountries
RCRC	ruralcounties	ca_ruralcounties	RuralCounties	rural-county-representatives-of-california	-

ENGAGE WITH “INFLUENCERS”

Given the status associated with the TF, it has the ability to connect with “influencer” accounts in this space (for example CAL FIRE or the USFS). The TF should leverage this status to promote its own messages as well as the messages that are important to its partners and stakeholders.

Key steps include:

1. Identify leaders in the “Task Force” space which have the largest social followings.
2. Gather contact info for the people/teams that manage those accounts.
3. Find out what they need to make sharing easy, what content they are willing to share and how often.
4. Encourage them to share key TF information on a regular basis.
5. Engage with them online, such as by thanking them for posting TF items.

SOCIAL MEDIA TOOLKITS FOR PARTNERS

Developing a strong social media toolkit for partners of the TF is a key tactic to help share the messages which are important to the TF mission. There is a core group of partners whose missions are in alignment with the TF (likely mirroring the TF members at a minimum), each of whom are seeking social media content for their own purposes.

An email to social media managers should be sent once a quarter with one to three key posts with an ask to encourage sharing. The TF can also ask them to send any relevant content from their agency that may be applicable to share on the TF channels.

A general-purpose media toolkit should be shared with partners, including:

- Link to all social channels with any specific content objectives or strategy
- TF branding assets, formatted for social media platforms
- Links to important TF resources, with analytics built in

Custom toolkits should be shared when major events or milestones are reached. For each custom toolkit:

- Gather the email addresses for all social media managers at partner agencies with an interest in the event or milestone
- Create an email outlining the specific event or milestone (reason for the custom toolkit)
- Provide content that they can copy and paste, including images/media, for their own social channels.
- Provide links to related content already up on TF channels that they can share.

HASHTAG STRATEGY

The TF should build a small-but-regular suite of hashtags to “own” - for example, #WildfireTaskForce. 2-3 additional hashtags should be developed to be used regularly as a way of steering content and helping partners to engage.

Using a combination of popular/high-usage tags (ex. #Wildfire) and more nich/lower-usage but relevant tags (ex. #IndigenousRx) provides a good balance of discoverability. Checking prominent accounts and repurposing what hashtags they often use is one method of finding tags that will help your post be discovered. Typing hashtags into Instagram search also provides hashtag ideas and shows the volume of usage. “Hiding” the tags at the bottom of the post can help prevent clutter.

Also as part of the regular review process, check for use of #WildfireTaskForce. Users who use this hashtag in a positive or neutral way should be contacted with a simple like or comment, or a DM if especially supportive. When people are acknowledged it can encourage them to share future content, and other people who see their post may also pick up the tag or follow the TF account.

HASHTAG EXAMPLES*

Standard	#WildfireTaskForce #WildlandFire #Wildfire #CalFire #ForestService #Forests #ForestFire
TF	#PrescribedBurn #ResilientForests #HealthyWatersheds #ClimateSolutions #ClimateChange
Hashtag Set	#California

Top Tags

Additional Tags

Task Force #WildfireTaskForce

Wildfire #Wildfire #WildlandFire #ForestFire #WildfireSeason #WildfireResponsibly #WildfireYear2022 #WildfirePrevention

Indigenous #Indigenous #IndigenousRx

California #California #NorCal #SoCal

Prescribed Fire	#PrescribedFire #RxBurn	
Forests	#Forests #ResilientForests #HealthyForests	#ForestService #ForestServiceResearch
Water	#HealthyWatersheds #CleanWater	#Riparian #Conservation
Climate	#ClimateChange #ClimateSolutions	#Weather

Each platform has best practices for hashtag use, and these change constantly. In general, we recommend using the following number of hashtags per post:

Facebook	Instagram	Twitter	LinkedIn	YouTube
1 - 3 per post	Up to 30 (post) or 10 (story), recommend 8-12	1-3 per Tweet, embedded in text	Flexible, likely 2-5 per post/article	N/A

Editorial Content Mix

The social media content should be integrally driven by the broader TF editorial calendar and content, following a general rule of “write once, publish everywhere.”

For example, content that is planned for publication in the e-newsletter will become distributed as social posts too, along with the newsletter as a whole.

And the content posted to the “Latest” section of the website will all become one or more social posts. Editorial planning lead time allows for thinking about what additional content needs to be generated to fill out the social post calendar.

This planned content should be considered on a regular basis (perhaps monthly), and the method of sharing the information should be distributed across platforms and media methods (e.g. text post, image, video, etc.).

GENERAL CONTENT TYPES

- **Text only** // Except for Twitter, “text only” posts should be avoided (low engagement, low value). On Twitter, they are expected and can be useful in sharing sound bytes or links to more robust content.
- **Photos** // Eye catching photos are an efficient way to engage with the TF audience.
- **Graphics/Infographics** // Original graphics or infographics are a powerful way of sharing the TF message
- **Video Content created by others** // Sourcing video created by TF allies is a strategic way to spread the TF message without significant resource investment. It also helps build relationships with partners.
- **Original Video Content** // Original video content should be used sparingly due to cost but will be an effective way to help the TF communicate through their own lens.
- **Links** // Including links to additional resources is a strategic way to spread the TF message, and will allow us to gather data about what topics or content types the TF audience is interested in. Instagram is likely to be a popular platform for TF content but does not provide a robust link experience. Using a “link in bio” solution will help, but this is a limitation of the platform.
- **Stories** // Short form video content may be a good way to engage with certain subsets of the TF audience. Some experimentation should be planned. This could be created by a wide range of TF partners, including elected officials, agency leadership, and on-the-ground partners.
- **Livestreaming** // Livestreaming via social platforms may be more of a distraction than a benefit. YouTube is likely the best option for a singular source of livestreaming. Short clips or livestreamed moments on other platforms may be helpful during TF events to draw viewers into a YouTube stream.
- **Memes** // Memes are not appropriate for TF use due to the serious subject matter.

SOCIAL POST CONTENT	PER MONTH	POST TYPE	OBJECTIVE
CTA: Sign up for e-news updates <i>Just before the e-newsletter each month</i> <i>Mid-month, opposite the release of the e-newsletter</i>	1	Short, text forward with graphic	Increase e-news list
E-news release <i>Start of the month, coincide with release of e-newsletter</i>	1	Short, text forward with graphic	Increase e-news list
New “Latest” Article posted <i>Brief highlight of each new “latest” article and link</i>	6	Short, text forward with graphic	Traffic to website
Monthly update on each of 4x goals <i>Brief highlight of each goal</i>	1	Infographic, link	Increase sentiment
Quarterly update on each of 4x goals <i>Brief highlight of each goal</i>	< 1	Infographic, link	Increase sentiment
CTA: TF public meeting Announcement <i>Announce upcoming meeting, link to registration</i>	< 1	Short, text forward with graphic	Increase sentiment and attendance, build community
Livestream: Start of Public Meeting <i>Short livestream on all platforms to draw in audience</i>	< 1	Livestream	Increase sentiment and attendance, build community
TF public meeting follow-up <i>Share link to video, summary of meeting</i>	< 1	Short, text forward with graphic	Increase sentiment
Poll on TBD topics <i>As a question to help improve engagement</i>	1	Short, text forward with graphic, link	Increase sentiment, learn new information about followers
Reshare: Partner posts <i>Relevant posts by TF partners</i>	4+	Short, text forward with graphic, link	Increase sentiment, create community
Sharable content: Leadership Quotes (Graphic) <i>Quotes from leadership within the TF</i>	1-2 +	Short, text with graphic	Increase sentiment
Sharable content: Leadership Quotes (Video) <i>Short form video (e.g. from iPhone) of candid statement</i>	1-2	Simple video	Increase sentiment
Sharable content: Original video content <i>Ex: Recent Rx burn success story</i> <i>Ex: Sustainable wood product highlight</i>	< 1	Original video content	Increase sentiment, increase value for followers, create community
Sharable content: Original infographics	1	Original video content, infographics, blog posts	Increase sentiment, increase value for followers, create community

Ex: Dollars spent on prevention
(opposite CAL FIRE stats)
Ex: Key Action updates or progress

Sharable content: Factoids and graphics

Ex: Did you know CA has a Wildfire Task Force? 1-2 + Graphic with text and link Traffic to website, content to be shared by partners

Sharable content: “On the Ground” actions

Ex: Recent Rx burn 1-2 + Graphic-forward with text and link Increase sentiment
Ex: Legislative action

Sharable content: “Behind the Scenes”

Video and photo from TF partners with explanation 1-2 + Photo, video, or livestream Create community

Posting Volume & Timing

The social media content should be integrally driven by the broader TF editorial calendar and content, following a general rule of “write once, publish everywhere.”

While the quality of content matters much more than the frequency, here are some general frequency recommendations:

- Recommended Posting: **every other day up to once per day** to keep things active, giving regular opportunities for people to encounter and engage with TF content.
- Minimum Posting: **once per week** consistently to maintain a base level of online engagement, gain regular followers, and show channel visitors that there is regular activity.

While content should be shared across all platforms as much as possible to increase efficiency (“write once, publish everywhere” tactic), each platform also has a natural cadence. This cadence will be refined over time, but as a starting point, the TF should aim for the following post volume per month:

	Text Only (including link)	Photo / Graphic	Link Share (with image)	Video	Reshare / Retweet	Stories or Short Form*	Livestream	Monthly Target
Facebook	0	5 - 8	5 - 8	5 - 8	5+	2+	< 1	20 - 25
Instagram	0	5 - 10	2 - 3	5 - 8	5+	2+	< 1	20 - 22
LinkedIn	0	4 - 5	4 - 5	< 1	4+	0	0	15 - 20
Twitter	5-10	5 - 10	5 - 10	2 - 3	10+	0	0	25 - 40
YouTube	0	0	0	< 1	0	0	< 1	< 1

*Suggest expanding stories/short form video as the audience grows and communication objectives become more clear

If there are time sensitive campaigns, the number of social posts can be increased to meet the cadence of the campaign.

Post Timing: The best times and days to post on each platform are available on the platform and will be refined over time. Testing posts at different times in the morning, midday, and evening/night can help identify good niches for your specific audience. As TF social accounts mature, looking at analytics to see what time audiences are online will help inform the timing of posts.

Odd Times: Consider scheduling posts for “odd times,” meaning not on the hour, half hour, or even quarter hour. Many people will schedule at these “even time” which can glut the number of posts trying to get seen, so going “odd” has potential to help. Example, consider 8:52 instead of 9:00 or 1:23 instead of 1:15 or 1:30.

Metrics & Analytics

One of the benefits of social media is the ability to collect data, track metrics, and analyze impact over time. A strong social media strategy includes some baseline “quantitative” metrics as well as the flexibility to look at the

overall community and conversation and evaluate the “qualitative” metrics. For the TF, we concur with the “quality over quantity” approach - although tracking the number of followers or posts are important metrics, we recommend focusing on the engagement/interest level of followers over sheer numbers as well as qualitative feedback from TF leadership and allies.

At a minimum, these metrics should be reviewed and discussed monthly and quarterly:

- **Monthly** // Record analytics monthly and review them to discover trends, (what is working and what is not), and to provide timeline feedback to the TF for broader messaging and decision making. This is best accomplished at the comms-team level.
- **Quarterly** // Provide highlights to TF leadership. Sharing top post successes with the TF coalition can also help inspire future efforts. Encourage partners to continue to share TF channels and content.

Facebook

- # of Posts
- New
- Page Likes/Followers
- Reach
- Clicks (Engagement)
- Shares (Engagement)
- Comments (Engagement)
- Hashtag use (#wildfiretaskforce)
- Shares/Tags by Partners
- Top 5 Posts/Stories*

Instagram

- # of Posts
- New Followers
- Page Reach
- Likes
- Comments
- Hashtag use (#wildfiretaskforce)
- Shares/Tags by Partners
- Top 5 Posts/Stories*

Twitter

- # of Posts
- New Followers
- Impressions
- Top 5 Tweets
- Engagement Rate (engagement / impressions)
- Likes
- Link Clicks
- Retweets
- Hashtag use (#wildfiretaskforce)
- Top 5 Tweets*

LinkedIn

- # of Posts/Articles
- New Followers
- Impressions
- Likes
- Clicks
- Shares
- Top 5 Posts/Articles*

YouTube**

- # of Videos
- New Subscribers
- Channel Views
- Ave. View Duration
- Top 5 Videos*

* Note that the stats include the “Top 5” posts/tweets for the month per channel. There is qualitative information that can be deduced about what type of posts, in terms of subject matter, post type, graphics, etc. that can help inform future posting.

** It is less clear that YouTube will be a proper social media platform for the TF, unless a significant amount of original content is going to be created. These metrics may or may not be valuable if YouTube is simply a distribution channel for occasional video content (e.g. quarterly meetings).

Best Practices

Following are some “best practices” for social media usage, and how the TF might leverage each.

ACCESSIBILITY GUIDELINES

Most accessibility guidelines are universal, although some social platforms have more features than others. What is available can also vary by third-party social media management tools. We recommend that an overarching accessibility guidelines policy be implemented for all Task Force communications to cover website, PDFs, images, etc. Here are important highlights that apply to social media:

- **Alt Text** - Provide alt. text to describe images.
- **Closed Captions** - Provide closed captions for videos. Note that open captions (burned-in captions) are not a replacement for closed captions but can also be used to help people engage with content because sound is often turned off in many instances.
- **Hashtag Formatting** - Use upper/lower case, aka “camel case,” for hashtag formatting.
- **Color Contrast** - Make sure there is significant color contrast in graphic text and infographics for easier readability for those with visual impairments.
- **Avoid Jargon** - Define complex terms and avoid slang only used by a small subgroup.

SOCIAL POST FORMATTING

There are a lot of social media image size variants, depending on the platform. Generally square formatted images/graphics at 1080x1080 pixels work well across all social platforms, but each platform should have graphics which are properly formatted per the current specifications. While this takes some additional effort, it provides a more professional and platform-specific look and feel.

RETENTION & ENGAGEMENT POLICIES

The following provides suggestions and examples for policies, however all policies should ultimately be reviewed and approved by the legal advisers to the TF.

- **Social Media Policy** // Consider placing an official social media policy on the TF website, so that it is publicly available. The link can be shared on social media channels and with individuals as needed. Here's an example social policy posted online: <https://cityofclovis.com/follow-us/>. Here's an example social media policy from a sheriff's office that contains clear and concise language.
- **Retention policy** // Since the TF has many government agencies, a retention policy should be considered for all public records of the TF that could be requested under the Freedom of Information Act (FOIA). Records may sometimes include social media posts. There are third-party services that archive social media, such as Archive Social. Consider following retention policies and procedures used by one of the major TF agencies.
- **Deletion policy for posts and comments** // Generally speaking, no posts or comments should be deleted unless they violate explicit policy guidelines, no matter how uncomfortable or negative a comment may be.
- **Public comments/questions policy** // Per the sheriff's office policy example, this could be considered as policy: "At times, we may choose to reply to user comments to answer a question or to offer an update on a posting. Unfortunately, we cannot reply to every comment, due to time constraints and other issues." Responses should only come from approved social media managers and only be done when the answer is clear. If it regards policy, it should be reviewed and approved by an expert, or left unanswered.
- **Direct message comments/questions policy** // A system like Archive Social may help ensure that any such responses are documented. For substantive questions, it may be best to request that an email be sent so that the response may be tracked through a system set up in Basecamp or a shared spreadsheet.

Liking/sharing content policy // Although liking or sharing a post on social media may not officially constitute an endorsement it is important that perception and the TF and coalition organization reputations are considered. Liking and sharing content from partners is much more likely not to be an issue but stay away from controversial items unless the TF has a clear stance that aligns with the action. Liking and sharing accounts and posts from non-coalition organizations and members of the public should be done with good discretion. Avoid non-neutral accounts and posts unless, such as political candidate or policy endorsements unless those have been officially endorsed by the TF.

Social Media Process

In order to have an efficient social media presence with minimal room for error, the following processes should be developed and agreed to by all parties before implementing a social media strategy:

- **Content Development** // Who and how is content gathered and drafted for review. Content includes text/copy, visuals (photos, graphics, videos), links (URLs, display text, analytics), and interactive features (polls, event registration, etc.). This should include a workflow for information gathered from the TF "web form" for general purpose TF content.
- **Content Scheduling** // What is the timing for scheduled content, considering current events, strategic communication goals, and TF updates.
- **Content Approval** // Who should and who must review content prior to posting to TF channels. This also includes a process for how to effectively complete approvals.
- **Content Posting** // Process for posting, including who is responsible for posting and confirmation of posts.
- **Community Engagement Roles and Responsibilities** // Who is responsible for various tasks associated with community engagement across all platforms. This includes engaging with partner / ally accounts, content shared with TF accounts, engaging with users who like/comment on TF content.
- **Community Engagement Questions** // It is inevitable that questions will arise based on engagement. In some situations, a simple Google search may provide answers, but in other cases a TF representative will need to be consulted. This process outlines the process for asking questions in a timely manner, and provides guidance about what types of questions require TF staff review.

Strategy Review and Updates // Regular review and analysis of social media content and engagement is critical to the success of this strategy. Platforms constantly change and the way in which users engage with each platform also changes. This process will ensure that the social media strategy stays relevant and effective.