
#WALDOCANYONFIRE LESSONS

- **Acquire social media knowledge and tools NOW**
 - You don't have to be *active*, but you have to be *able* to operate in social media
 - Establish an incident social media policy
 - Which venues will you use? Test cross-posting Twitter→Facebook
 - Prepare statement to be deployed so the community understands the strategy
 - Dashboard (HootSuite, Tweetdeck, etc.)
 - Unified messaging across SM platforms
 - HootSuite, TweetDeck, etc.
 - Scheduling messages
 - Personal use for familiarity
 - Analytics may be built in- explore and get familiar with them
- **Be a part of the community, but remember that you are only a *part***
 - Flow with the conversation
 - Stay engaged (don't retreat)
 - Don't recreate content—share it.
 - Be as responsive as appropriate & possible
 - Remember that everyone is under stress
- **Acknowledge mistakes (because they will happen), correct, move on**
 - Thank the community for corrections
 - Correct others gently and/or privately, providing more information
- **Plan for picking up the pieces during lulls**
 - Recognize news cycles
 - Plan for intensive Q&A sessions
 - Extra staff for an hour
 - Multiple researchers/solvers
 - Scale down, back to regular JIC work (largely one-way communication)
- **Keep a finger on the pulse**
 - If a question is asked more than a few times, go proactive with an answer on SM
 - Acknowledge and engage community hubs, especially to dispel rumors
- **Categorize & time-stamp content when possible/appropriate**
- **Recognize that media is changing and Twitter is increasingly a source for traditional media**
- **Plan for rotation: standardize processes, document guidelines, share passwords**
- **Engagement doesn't end at decommissioning the JIC – after-action community review of communication strategy**