

PNWS – AWWA
Water in Action
Bellevue, WA 2015

Growing Social Media Through Emergency Communications



Justin Finestone
Communications Director
City of Bend, OR

Bridge Creek Watershed



The City and Social Media



Since 2008

Two Bulls Fire June 2014





Social Media Explosion



City of Bend, Oregon Government shared Deschutes County 9-1-1's post.

Posted by Anne Aurand [?] · June 7, 2014 ·

Watch this site for news on fire.



Deschutes County 9-1-1

TUMALO RESERVOIR BRUSH FIRE: Up to 80 acres, Sizemore Road closed, no official evacuations at this time, DC Sheriff's Office on site, no structures threatened at this time.

1,079 people reached

[Boost Post](#)

Like · Comment · Share



Social Media Explosion



City of Bend, Oregon Government

Posted by Anne Aurand [?] · June 7, 2014 ·

The City has shut off its surface water source and is using groundwater pumped from wells to supply the City with water until we know how the Two Bulls Fire affects the Bridge Creek watershed. When there is turbidity in the stream, from an event such as a fire, that surface water source is jeopardized. Since we're on groundwater only: Please do whatever you can to conserve water, especially when it comes to irrigation. Thank you!

14,512 people reached

Boost Post

Like · Comment · Share



Social Media Explosion

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK

Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes 

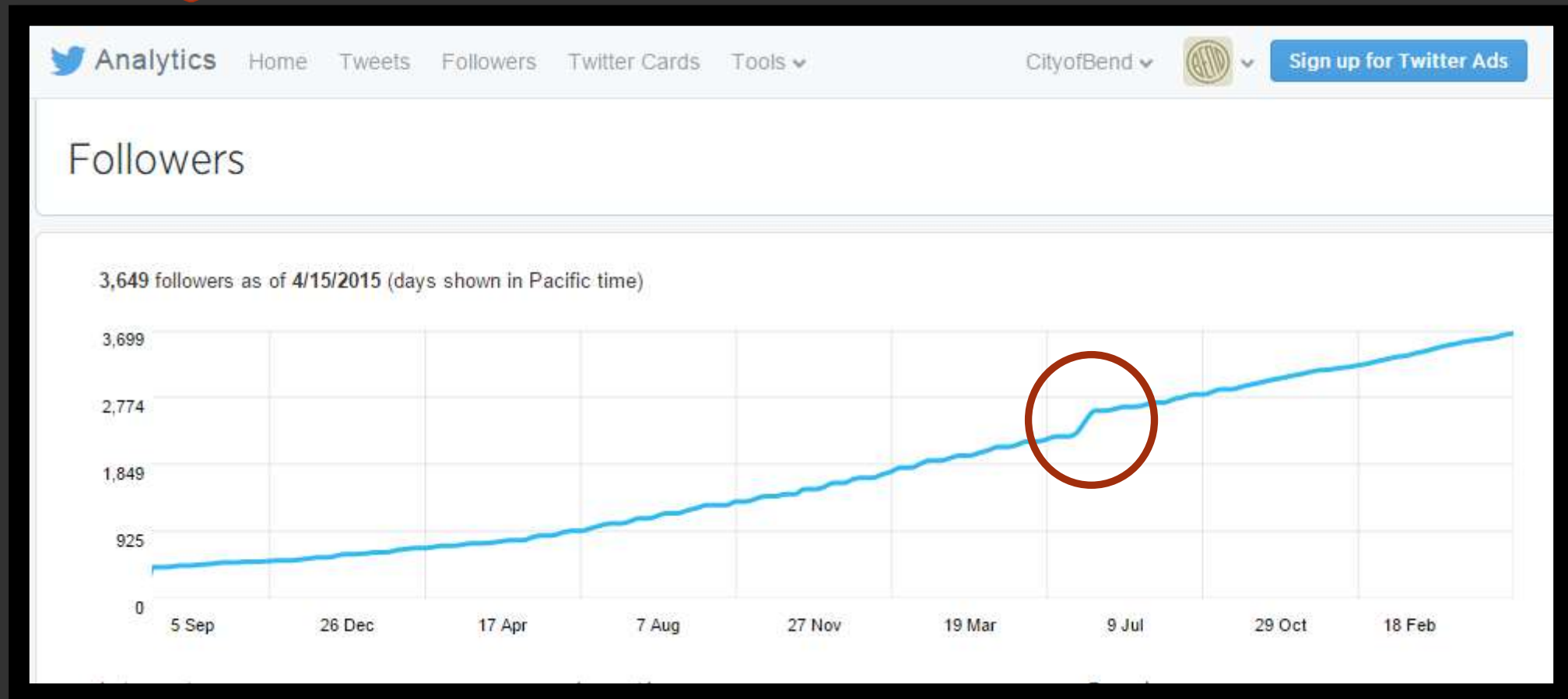
Net Likes

WANT MORE LIKES?

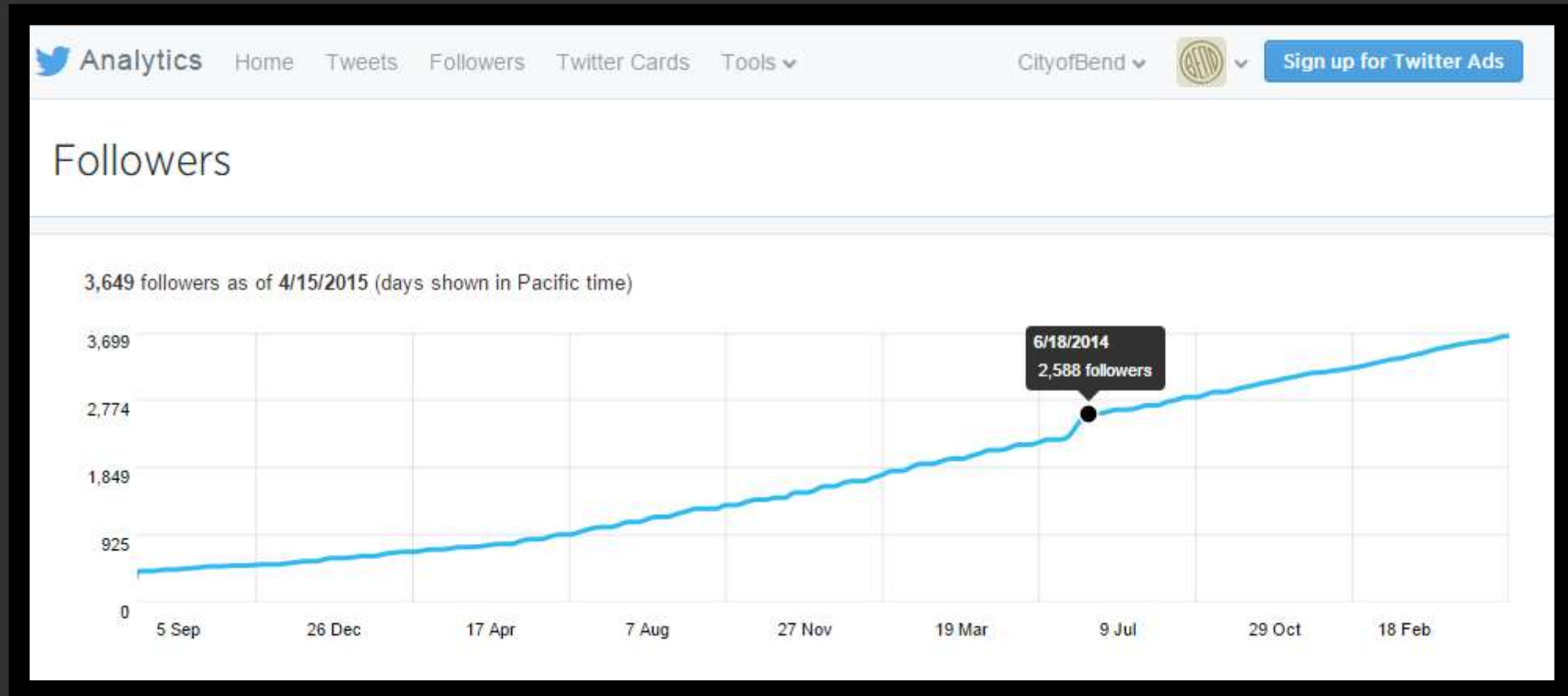
Create an ad to get more people to like your Page.

[Promote Page](#)

Social Media Explosion



Social Media Explosion



Social Media Explosion


 **City of Bend, Oregon Government**
Posted by Justin Finestone [?] · June 11, 2014 · 🌐

6/11/14 6:50 pm, #TwoBullsFire New Info from Operations Chief
#TwoBullsFire Operations Chief says, "We are whole hog into mop up. Today is the peak day for all resources. The 1000 firefighters are getting a lot done. All perimeter lines are secure and mop along the perimeter extends from 150-300 feet inward."
Mop up is when firefighters ensure there is no heat and smoke in the roughly 150-300 feet around the fire.

1,736 people reached Boost Post

Like · Comment · Share

👍 Thom Pastor, Kelli Neumann, Mark Tinderholt and 19 others like this.

 Write a comment...

 **Jarred Shores** Well done guys. Well done
Like · Reply · June 11, 2014 at 9:25pm

 **City of Bend, Oregon Government**
Posted by Justin Finestone [?] · June 11, 2014 · 🌐

Two Bulls Fire Evacuation Levels Will Reduce Tomorrow
Deschutes County I. T. has produced a link to a map that shows the current Evacuation Notice Levels, Interactive Map:
<https://maps.deschutes.org/custom/simple/index.html>
*This map will be updated with any change in Evacuation Notice Levels....
[See More](#)

 **City of Bend, Oregon Government**
Posted by Justin Finestone [?] · June 11, 2014 · 🌐

Video of Two Bulls Fire air operations and Bend Airport. Thanks to Bend resident Don Hawkins for the clip.



2,783 people reached Boost Post

Like · Comment · Share


👍 Joe Davis, Ian Fraser, GoodLife Brewing and 4 others like this.

🔄 3 shares

 Write a comment...

 **Amber Noelle Anderson** This thing is solo loud! It flew multiple times over my home and made the windows shake!
Like · Reply · June 12, 2014 at 11:03am

Social Media Explosion

 **City of Bend, Oregon Government**
Posted by Justin Finestone [?] · June 10, 2014 ·

Change in Two Bulls Fire Evacuation Notice Levels


After meeting with Two Bulls Fire Officials this evening, the Sheriff's Office lowered the Skyliners Road Evacuation Notice to Level II effective at 8:00 p.m. The Sheriff's Office WILL ONLY ALLOW RESIDENTS IN THIS AREA. Residents returning to their homes should be aware of any additional fire activity. Residents should be cautious if they return home as there is only one main exit out of the Skyliners Road residential area... See More


maps.deschutes.org
MAPS.DESCHUTES.ORG

281 people reached Boost Post

Like · Comment · Share

Theo Giannioses, Patti Creson Long, Stephanie Njenga and 3 others like this.

 Write a comment...

 **City of Bend, Oregon Government**
Posted by Justin Finestone [?] · June 10, 2014 ·

Two Bulls Fire reward increased...

Taylor NW has contributed \$2,500 to the reward bringing the total to \$4,500

A joint investigation to locate the origin and cause of the fires is being

 **City of Bend, Oregon Government** added 2 new photos.
Posted by Justin Finestone [?] · June 10, 2014 ·

Kids at Tumalo School made some great thank you signs for firefighters on the Two Bulls Fire. I think we all feel the same way.



2,268 people reached Boost Post

Social Media Explosion



The image shows a screenshot of a Facebook page for "Two Bulls Fire - Bend, Oregon". The page features a cover photo of a landscape with large white clouds and a blue sky. The profile picture is a logo with a tree and the text "OFFICIAL FIRE INFORMATION". The page has 10,166 likes and a post from October 1, 2014, about prescribed burning in Central Oregon.

OFFICIAL FIRE INFORMATION

Two Bulls Fire - Bend, Oregon
Community

Like Follow Share

Timeline About Photos Likes Videos

PEOPLE >

10,166 likes

Katie Jane, Anna Melendez Johnson and 24 others like this.

Invite your friends to like this Page

ABOUT >

Official Fire Information Page for the Two Bulls Fire in Bend, Oregon.
<http://centralorfireinfo.blogspot.com/>

Post Photo / Video

Write something...

Post

Two Bulls Fire - Bend, Oregon shared Deschutes County's post
October 1, 2014 ·

Fall prescribed burning begins in Central Oregon....

Deschutes County

FALL PRESCRIBED BURNING BEGINS IN CENTRAL OREGON
(From the Central Oregon Fire Management Service...)

Fuel specialists in Crescent are planning a series of burn...

Social Media Explosion

OFFICIAL
FIRE
INFORMATION

Two Bulls Fire
@TwoBullsFire FOLLOWS YOU
Two Bulls Fire Official Twitter Page for Fire Information

TWEETS 74 FOLLOWING 19 FOLLOWERS 638

Tweets Tweets & replies Photos & videos

Two Bulls Fire @TwoBullsFire · Oct 1
Fall prescribed burning begins in Central Oregon.... fb.me/3BDbVzTVy

Two Bulls Fire @TwoBullsFire · Sep 30
Deschutes County public fire use restrictions LIFTED.... fb.me/1r2Fr5ywV

Two Bulls Fire @TwoBullsFire · Sep 26
FIRE RESTRICTIONS DROP TODAY

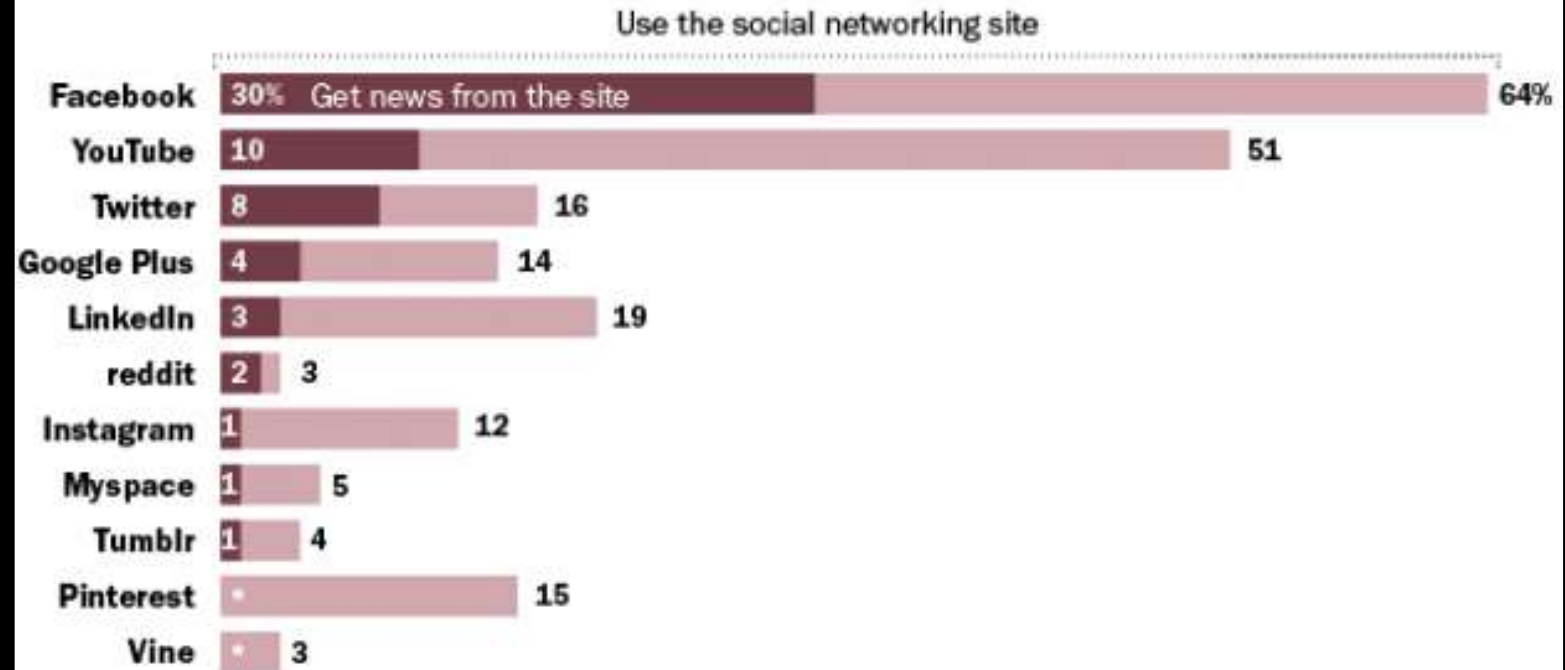
Social Media by the Numbers

Have you ever used any of the following to receive information about city issues?

Response Category	2013	2015
Facebook	7%	8%
Twitter	1%	3%
City Website	28%	21%
City Newsletter	15%	11%
Newspaper	60%	50%
TV	53%	49%

Social Media by the Numbers

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site



Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent.
Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

City of Bend Social Strategies

Only one
“official”
City of Bend
Facebook
Page.




City of Bend Social Strategies

Post should contain photos, videos and links.



Remember This?

 **City of Bend, Oregon Government**
Posted by Justin Finestone [?] · June 10, 2014 · 🌐

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 Write a comment... 📷 😊

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**City of Bend
Social Strategies**

Be responsive.

Join the
conversation.



City of Bend Social Strategies

Be responsive.

Join the
conversation.



City of Bend Social Strategies

Tweet with an authentic, consistent voice.



City of Bend Social Strategies

#inBend

#TwoBullsFire



Finally...he's done talking...



- Make Social Media part of your ongoing communications strategy.
- Be ready for the crisis.
- Differentiate your content.

jfinestone@bendoregon.gov

541-388-5516



[Facebook.com/CityofBendOregon](https://www.facebook.com/CityofBendOregon)



[Twitter.com/CityofBend](https://www.twitter.com/CityofBend)



[YouTube.com/CityofBendOregon](https://www.youtube.com/CityofBendOregon)



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City of Bend, OR