Social Media Use By SDO’s

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Part of the World Standards Week 2009 series of events
Social Media

- flickr
- YouTube
- Facebook
- Twitter
- Wikipedia
- LinkedIn
- MySpace
- Second Life
- Delicious
Social Media

Survey: Americans expect social media (September ‘08)

- **93%** of online Americans say companies should have a social media presence

- **85%** believe companies should be interacting with consumers through social media
How do we communicate?

Newsletters
Media outreach
Catalogs
Publications
E-mail
Customer call center
Face-to-face
Tech. interpretations
Web site

Web 2.0 = Social Media
Using electronic and Internet tools to share and discuss information and experiences with others to create value for the user
Blogs
Podcasts
Video/Audio
Wikis
Photo-sharing
Social networking
Social media

- Changing the communication landscape
- Needs to be planned and thoughtful
- Clear and measurable objectives (generate leads, legislate change, increase knowledge, influence behavior modification, etc.)
- Social media strategy
NFPA Workgroup Outcomes

- Maintain participation in currently used forms of social media
- Increase participation in Twitter/LinkedIn/Blogs
- Create an ongoing workgroup
- Establish guidelines for employee participation in social media
Blogs
Micro-blog – 140 characters

NFPA has @ 900 followers

Additional NFPA twitters
Research
Codes
FPW
More than 2600 members
10 sub groups
More than 100 discussions
Over 1400 fans
@ 70 videos
More than ¼ million views

Our most-watched videos on YouTube.

Posted: Nov. 2007
Views: 80,000 +

Posted: June 2007
Views: 40,000 +
Video clips on our Web site or blogs help us tell a story or make a point.

From NFPA’s 2008 conference blog
Audio/Podcasts

Examples:

Ash Wednesday at Lake View School
The three-story Lake View School was an imposing building, standing not far from the shore of Lake Erie. The front of the building faced east on Collamer Street in North Collinwood, at the corner of what today is East 152nd Street and Lucknow Avenue in Cleveland, Ohio.

The school building was of typical school construction for 1908, measuring 66 by 94 feet (20 by 26 meters) on its footprint. It had brick pier construction using a steel (30-centimeter) exterior wall and 41-inch (10-centimeter) interior walls.

Casey Grant, program director for the Fire Protection Research Foundation, on the Lake View School Fire:
- A description of the school
- Where and where did the fire start?
- Why did so many die in the fire?
- What was the aftermath of the Lake View School Fire?

More audio files
Stay Fire Smart! Don’t Get Burned
Testing the water before putting a child in the bath may sound like common sense. Wearing short or close-fitting sleeves when cooking on the stovetop may seem natural. These and other simple actions may be all it takes to prevent devastating burns.

Fire Prevention Week 2009 focuses on burn awareness and prevention, as well as keeping homes safe from the leading causes of home fires. Questions or comments on this year’s campaign? We’d love to hear from you!

Follow us on Twitter for the latest FPW tips and information.

Audio Clips
Judy Combrett and Amy LeBeau of NFPA’s Public Education Division have a breakdown of the content available on our website for this year’s Fire Prevention Week:

- What are the goals of this year’s campaign?
- What’s available online for the fire service?
- What’s available online for teachers?
- What’s available online for kids?

Video Clips
The Public Education staff has been busy producing videos for Fire Prevention Week and posting them on YouTube.com. Check them out:

- Amy LeBeau: Bathtub Safety
- Judy Combrett: Electrical Safety
- Lisa Braton: Kitchen Safety
- Lorraine Carti: Smoke Alarms
- Jim Shannon: Introducing FPW
- More FPW videos on YouTube
Social Media

“The media world has changed more in the last five years than it has in the last 50, and it will continue to change at that rate again in the next five years.”

- Wenda Harris Millard
- Martha Stewart Living Omnimedia
### NFPA and Social Media

#### Pros
- Increases traffic
- Free, or almost free
- Enhances brand
- Direct communication
- ↑ Search engine visibility
- Speaks to the next generation of members
- Allows us to be part of or hear the ‘conversation’

#### Cons
- Ever changing environment
- Potential to be overwhelmed
- Lose control of the message
- Not our demographic...yet
- Measurement of ROI is difficult
- Too many conversations
- Not the official interpretation