



2009 Open Forum for
Standards Developers



Social Media Use By SDO's

Presented by
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Vice President - Communications

Open Forum for Standards Developers
October 6, 2009

Part of the World Standards Week 2009 series of events



Social Media

flickr®

You Tube
Broadcast Yourself™

facebook

twitter


WIKIPEDIA

Linked in®

myspace.com®
a place for friends

SECOND LIFE

**ANSI**
American National Standards Institute

delicious
social bookmarking



Social Media

Survey: Americans *expect* social media (September '08)

Cone

- **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



National Fire Protection Association
The authority on fire, electrical, and building safety

Cart (0)

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SOCIAL MEDIA



Become a "fan" of NFPA on [Facebook](#).



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Blogs

COALITION for FIRE-SAFE CIGARETTES™ The time is now.
www.firesafecigarettes.org

SEPTEMBER 26, 2008

Firehouse.com hosts fire-safe cigarette podcast

Firehouse.com has posted a new [half-hour podcast](#) that takes a look at the fire-safe cigarette campaign.

NFPA President Jim Shannon answers questions about NFPA's involvement in the campaign and why the fire service has played such a crucial role.

You'll also hear from three state officials involved in the enforcement of fire-safe cigarette laws: Paul Martin the acting chief at New York's Bureau of Fire Prevention, Vermont's Assistant State Fire Marshal Robert Howe, and Anita Philips the license and permit services manager with the Oregon Fire Marshal's office.

Posted at 10:40 AM | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

SEPTEMBER 22, 2008

Cigarettes in Australia will be subject to stringent new regulations to reduce fire risk

This article appears in [Fire Prevention Week](#), a new mandatory combustibility.

*Cigarettes will be regime which will when smouldering Consumer Affairs

*Cigarette-cause not fire insurance

NFPA Conference & Expo
McCormick Place, Chicago • June 8–11, 2009

AUGUST 12, 2008

Why we changed the name of our conference

So, you're wondering why the name of the NFPA conference has changed...

Frankly, we didn't think "NFPA World Safety Conference & Exposition" (WSC&E) kept up with what the event had evolved into. We wanted to come up with a new name to more accurately represent the event.

Some of you long-time members will recall the event used to be called the "NFPA World Fire Safety Congress & Exposition. We also used to hold a Fall Education Conference. That event was combined into the WSC&E.

After considerable discussion and debate, we decided including the word "fire" in the name would be limiting since the conference covers such a wide range of topics. The new name – **NFPA Conference & Expo** – is simple, identifiable with NFPA, and reflects the broad constituency the conference serves.

- Linda Bailey

Posted at 08:15 AM | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

AUGUST 01, 2008

FIRE SERVICE TODAY
NFPA's source of information for firefighters

October 01, 2009

Preparedness Update

On Tuesday, DHS Secretary Janet Napolitano delivered remarks to conclude National Preparedness Month. You can view the speech and other important preparedness information at [www.ready.gov](#).

The University of California has produced a four-part [video](#) that offers disaster preparedness information for individuals, families and organizations. The video shows how anyone can be better prepared for an emergency, and includes interviews with emergency responders, incident footage and case studies. Part one of the video covers natural disasters, the remaining parts cover chemical and biological agents, pandemic influenza and other emerging infections, and disaster volunteers.

A Washington Post [article](#) reports that DC Metro officials are getting ready to put video cameras in rail cars that will help officials manage crowds and investigate criminal activity DHS provided \$27.8 million to pay for the effort, which includes adding more cameras on buses, in ventilation shafts and at station entrances.

In September, the Department of Homeland Security reviewed the Homeland Security Advisory System, which uses a five color scheme to indicate the current threat level in the U.S. DHS is trying to determine if the system should be maintained, modified or eliminated. The Homeland Security Advisory Council acknowledges that there are problems, not the least of which are public indifference and lack of confidence in the system.

[Dave Trebisacci](#)

Subscribe to the NFPA Conference & Expo Blog

Blog Contributors

Linda Bailey, Division Manager, Meetings & Conferences

Mike Hazell, Web Publisher

Fire Prevention Week
October 4 – 10, 2009

STAY FIRE SMART!
DON'T GET BURNED!

10/01/2009

Smoke Alarms! A Sound You Can Vacation With!

Last week, I rented a house in Maine. It is an old home built in the 1800s and heated by a wood burning fireplace. One of the first things I did was test the smoke alarms. To my surprise, the batteries had been removed from all the alarms. We immediately installed fresh batteries, and the alarms were working.

During the week, the alarm outside the kitchen would sound every time the stove was used. Even though it was quite annoying, I did not remove the battery. As a follow-up to my rental, I have e-mailed the owner, providing her with information on the importance of working smoke alarms and the use of a photoelectric alarm near the kitchen or moving the alarm further away.

As educators we spend time teaching residents about home smoke alarms. **Has anyone included smoke alarm information for people vacationing?**

- [Judy Comolani](#)

Important links

[Fire Prevention Week Web site](#)
[For the fire service](#)
[For teachers](#)
[For kids & families](#)
[Fire Prevention Week products](#)
[About Fire Prevention Week](#)
[Download logo](#)

FPW updates on Twitter

My Fire Inspection Checklist and Home Inspector Badges available at [www.fire09.org/about/tech382](#)

Trivia is a fun and effective way to get kids excited about being fire-safer! Check out the trivia activities available at [www.fire09.org/Link_382](#)

[Smoke Alarms! A Sound You Can](#)

FIRE SPRINKLER INITIATIVE
Bringing Safety Home

The Fire Sprinkler Initiative is a project of the National Fire Protection Association.

10/02/2009

FM Global's Chris Wieczorek discusses objectives of fire sprinkler test burn

FM Global's Chris Wieczorek discusses objective...

About the initiative

NFPA's "Fire Sprinkler Initiative: Bringing Safety Home" provides resources for the fire service and other sprinkler advocates who want to demonstrate the need for home fire sprinklers in their community.

Meet Our Bloggers

Jim Shannon, NFPA President

Mania Figueroa, Regional Manager, Fire





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



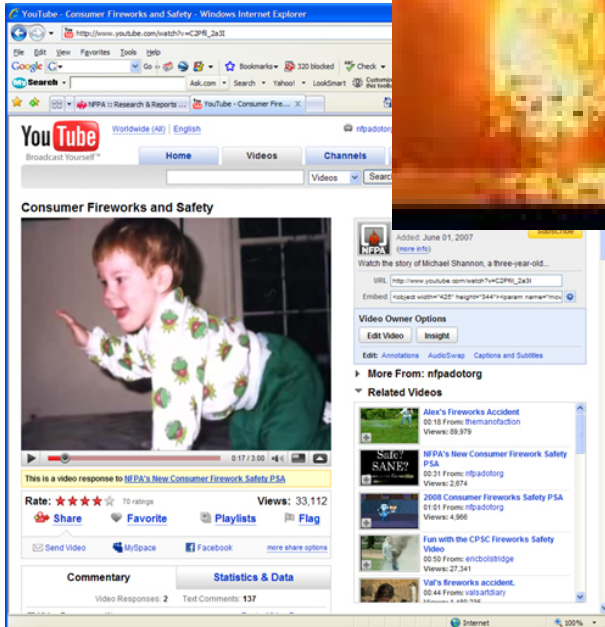
@ 70 videos
More than ¼
million views

Our most-
watched videos
on YouTube.

Posted: Nov.
2007
Views: 80,000 +

Posted: June
2007

Views: 10,000 +



Video



Video clips on our Web site or blogs help us tell a story or make a point.

Watch Jim Shannon's speech from Las Vegas

Did you miss President Jim Shannon's remarks at the Opening Session in Las Vegas on June 2?

Mr. Shannon focused on the great strides that fire protection and prevention experts – a diverse group of people with technical expertise and a strong commitment to using their knowledge and experience for the public good – have made over the past several decades. But he said that despite these important advances, avoidable tragedies still occur with alarming frequency.

View excerpts from his speech below, or read the [full text of his remarks](#).



*From
NFPA's
2008
conference
blog*

Audio/Podcasts

Examples:

The screenshot shows a web page from NFPA. The main article is titled "The Lake View School Fire Collinwood's hard lesson" and is dated September/October 2008. The author is Casey C. Grant, P.E. The article text describes the fire at the Lake View School in Collinwood, Ohio, on Wednesday, March 4, 1908. It mentions that the school was a three-story building and that 172 students and 3 adults died in the largest life-loss school fire in U.S. history. The article also notes that the school building was of typical construction for 1908, measuring 66 by 84 feet (20 by 26 meters) on its footprint. It had brick pier construction using 12-inch (30-centimeter) exterior walls and four 12-inch (30-centimeter) interior walls rising to the attic. Other details include the school's location at the corner of East 152nd Street and Lucknow Avenue in Cleveland, Ohio, and the fact that the school was overcrowded by 1908. The page includes a sidebar with navigation links, a "printer version" and "email page" option, and several advertisements for safety services and PMA-HR.

The screenshot shows an audio player interface. The title is "Ash Wednesday at Lake View School". The description reads: "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." Below the description, there is a list of audio clips with play icons and a red arrow pointing to the first clip: "A description of the school". Other clips include "When and where did the fire start?", "Why did so many die in the fire?", "What was the aftermath of the Lake View School Fire?", and "More audio files". The player interface includes a play button, a progress bar, and a volume control icon.

Sparky the Fire Dog®

Fire Prevention Week 2009

- > For the fire service
- > Blog
- > For teachers
- > For kids and families
- > Fast facts about fire
- > Must-haves
- > About Fire Prevention Week
- > Download a free widget
- > Logo/Using FPW content
- > Newsletter

- 🖨 printer version
- ✉ email page



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 show foresight. This 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.



Special messages for:



[the fire service](#)



[teachers](#)



[kids and families](#)

Audio Clips

Judy Comoletti 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 Comoletti: Electrical Safety](#)
- 📺 [Lisa Braxton: Kitchen Safety](#)

- 📺 [Lorraine Carli: Smoke Alarms](#)
- 📺 [Jim Shannon - Introducing FPW](#)
- 📺 [More FPW videos on Youtube](#)



Fire Prevention Week (FPW) In A Box, 2009 Edition

Get your 2009 FPW™ campaign off to a flying start! It's a snap with NFPA®'s total open house solution -- *FPW In A Box™*.

Item #: PKG09
List: **\$398.00**
Member: **\$358.21**

[Choose Set Quantity](#)



2009 Fire Prevention Week (FPW) Kids Campaign Brochure

Invite kids to join Sparky® and his comic strip friends as they stamp out fire hazards in NFPA®'s 2009 FPW™ Kids Campaign Brochures.

Item #: SPY09
List: **\$23.00**
Member: **\$20.70**

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