

# The World is Watching Your Department – Who Will Tell Your Story, You or Them?

Presented by Jeff Hammerstein and Mike Legeros on July 17, 2014

South Atlantic Fire Rescue Expo - Raleigh, NC

# Presentation Description

## **The World is Watching Your Department – Who Will Tell Your Story, You or Them?**

Social media is everywhere, and everyone is a reporter. Camera phones are taking pictures and recording videos of your actions and activities. Facebook, Twitter, and news site submissions, etc. are putting your department on display.

Fighting this trend is futile, but you can take control of your story and guide the narrative to your department's benefit. Join Wake County EMS Community Outreach Chief Jeffrey Hammerstein and Raleigh/Wake County fire blogger and photographer Mike Legeros for a discussion on how to make social media work for you and your department.

# Contact Information

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Public Safety Blogger

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Slides from Jeff Hammerstein

# **PART ONE**



# The World is Watching Your Department

**Who Will Tell Your Story - You or them?**

A discussion on social media, traditional media, and emergency services.

By Jeffrey Hammerstein and Mike Legeros

# Who Funds Your Department?



# ~~Course Objectives~~

## My Objectives

1. Acknowledge that news reporters and social media photographers make many of us upset.
2. Acknowledge the reasons why they upset us.
3. Convince you that we've had it wrong the whole time.
4. Show you how to turn any exposure into a powerful resource





# Accept!

- The video WILL go out. We will not stop it.
- The story WILL go out. We will not stop it.
- The comments WILL go out. We will not stop it.



# Traditional Media

- Historical Public Safety Response to Media

- Sometimes negative, sometimes hostile, sometimes as sharks
  - Distrust?
  - “Raised that way” within public safety?
  - Ego. Sense of power and authority?
  - Criticism of technique
  - Protection of patient dignity



# Traditional Media

- We have some control over the material received by media
  - Video and pictures can be limited (yellow tape)
  - Provide information at the scene





# Social Media

- Public Domain
  - Their right to shoot video
  - Not our right to stop them
- Do Your Job
  - Shield with a sheet
  - Remain focused on the job
  - Don't make it worse



Don't do something that you'll have to explain to a chief, a reporter, or a judge.



# We've been wrong the whole time!

- Does your public know who you are and what you do?
- Do your budget makers know who you are and what you do?
  - You couldn't buy the commercial time that media offers for free
  - What are you doing with your free publicity?

## Public Support





# Public Record

- People want to know what's going on
  - We're all curious
  - Is there danger?
- Anything can be a teaching moment
  - Explain equipment and procedures
  - Hazards associated with event types
- Government Service Watchdog
  - We belong to them
  - Our practice should withstand scrutiny – or it should change!





# How Do We Make This Work?

1. Accept those truths!
2. Establish a social media presence and engage your local media
3. Be open, willing and ready to address anything you see on your department



Get yourself a Legeros!

# Turn It Around and Educate!

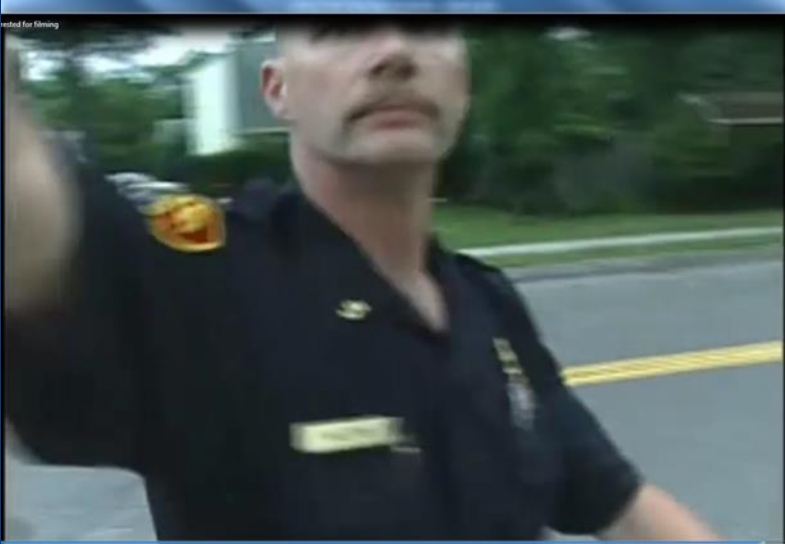
“People think we should have put water on the fire as soon as we got there,” Poole said. “But we had firefighters inside trying to save lives. We were not going to put water in there and drive them back. You can’t push water, fire, smoke and debris on the people you are trying to rescue.”

“You’re looking at it from one perspective,” he said. “It’s like taking a small snapshot of a heart surgery and calling it a murder scene.”





# Is this how you want your public to see you?



Slides from Mike Legeros

# **PART TWO**

**Let's**

**Go!**



[ Ten-second video of a fire engine responding to a call. They approach an intersection with stopped cars. The light is green as they pass the cars on the right. ]

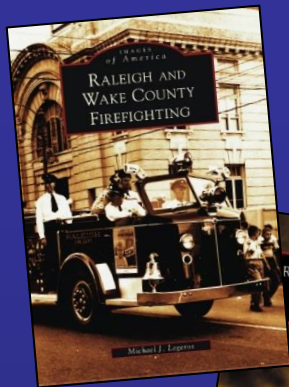
# Spoken Remarks

- Imagine that's your department in the video.
- Raise your hand if you don't like what you saw.
- Who likes the video? Raise your hand.
- How many people think it's both good and bad?
- You're all right.
- It depends on who's watching, their experience, and the context in which it was presented.
- As for the clip, it was shot by me.

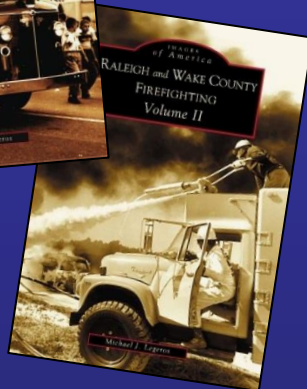
# Spoken Remarks

- Hello!
- I'm the other side of this equation.
- I'm the person who wants to know what you're doing...
- I'm the curious citizen.
- I'm the gawker.
- I'm the fire buff with a camera.
- I'm that person with a Facebook page, or a blog, or a web site.
- And I'm telling world about you and what you're doing.
- You might think I'm you're enemy.
- But I'm really your friend.



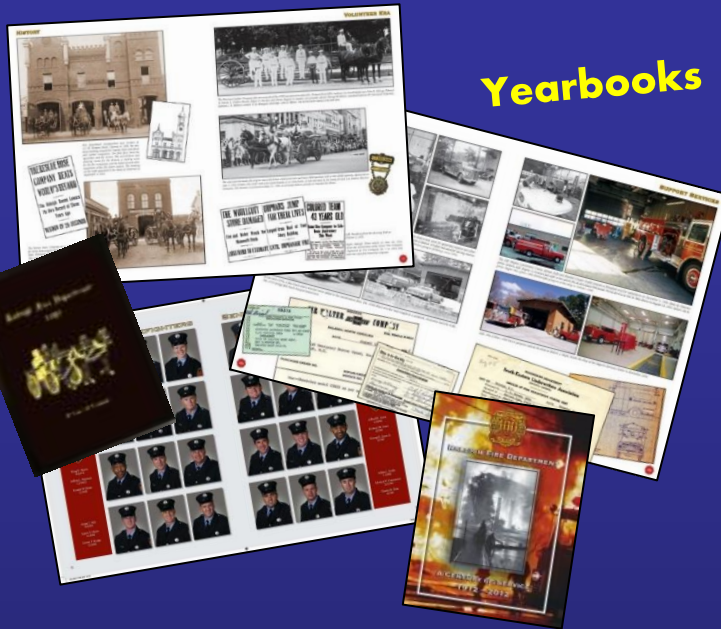


Author



Historian

Newsletter



Yearbooks



Photos

Museum

Experience the History of  
Firefighting in Raleigh



See antique fire engines at Fire Station 28  
3500 Forestville Road, Raleigh NC  
Visitors welcome



Internet



# Spoken Remarks

- Mike Legeros.
  - Raleigh firefighter from 1989 to 1991.
  - Software industry since 1993.
  - Technical trainer for many years.
  - Currently member of web team.
- 
- Remained interested and involved in the fire service.
  - Photos.
  - Web sites.
  - Writing books.
  - Historical research.
  - President of fire museum. Etc.

**Today I am going to talk about  
two things:**

**1. Taking photos**

**2. Sharing information**



# Spoken Remarks

- Why do I do this?
  - Personal interest in subject matter.
  - Personal relationships with responders.
  - Connecting with buffs and other like-minded people.
  - Photography, social media, and web are hobbies of mine.
- 
- Not after ratings.
  - Not after money. Not a job.
  - I'm not a watchdog. I'm not on a crusade.
  - Here to channel my interest and enthusiasm for the fire service. Here to help.

Today I am going to talk about two things:

**1. Taking photos**

2. Sharing information



# Spoken Remarks

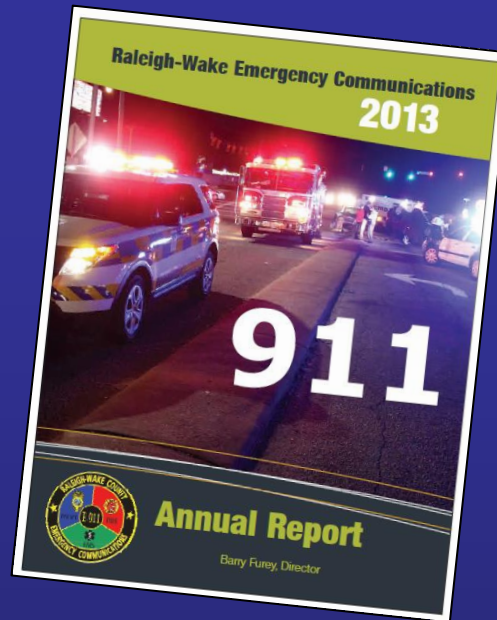
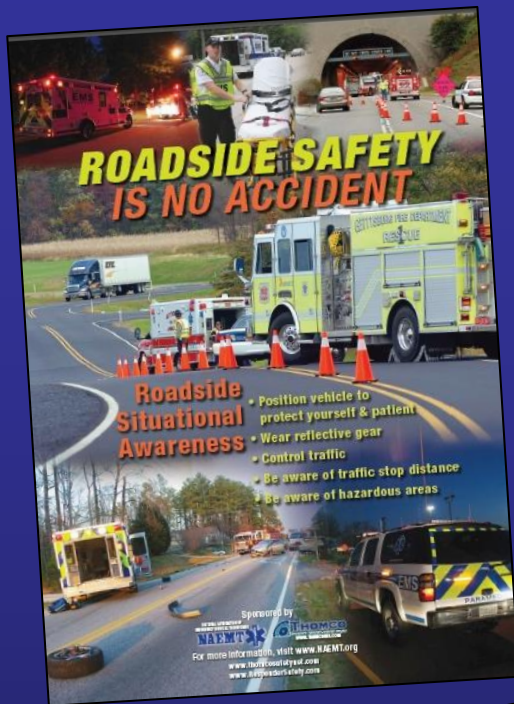
- Public safety photographer since 2004.
  - Incidents, special events, and stock photos.
  - Mostly still pictures. Rarely video.
  - Official fire and EMS credentials since 2008.
  - Access “inside the tape” on scene.
  - Discrete but active photographer. Unobtrusive but proactive.
  - Also conceal identities of patients. And no blood or gore.
- 
- Note about Raleigh and Wake County.
  - Local fire photographers for over two decades.
  - Responders are used to close proximity of cameras.





# Spoken Remarks

- Where are my photos shown?
- Posted in public, on web site and Twitter.
- Posted in private, on Facebook.
- Audience is primarily public safety members.
- They are permitted to use or re-purpose images as needed.
- Some restrictions.
- Not intended for news agencies.
- Not permitted for commercial use or licensing, without permission.



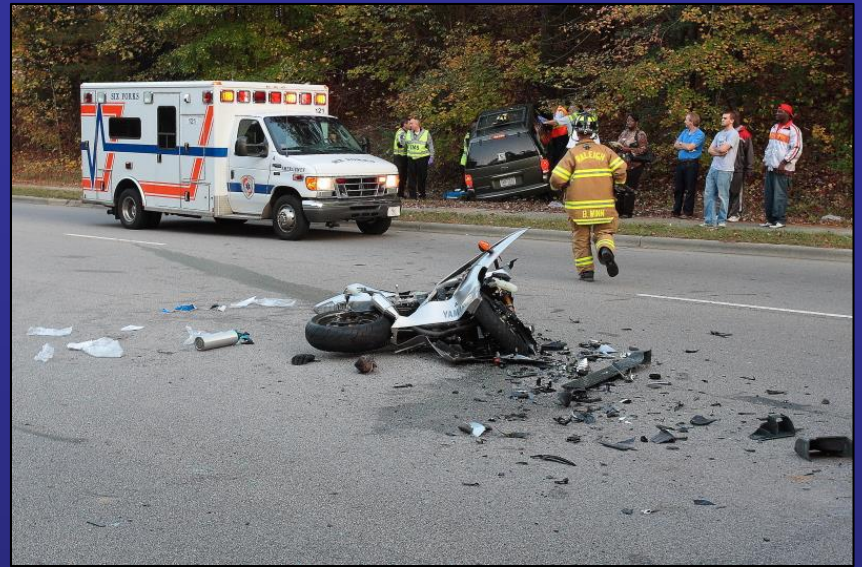


# Spoken Remarks

- My photos have appeared in many places.
- Local agency web sites.
- Local agency annual reports.
- Industry magazine covers and stories.
- National safety campaigns.
- Fire media web sites.
- Fire service text books.
- Etc.

# Spoken Remarks

- What's been the reaction to these photos, over the years?
- Really bad
- Slightly bad
- Good.



# Spoken Remarks

- Really bad reactions.
- Very rare.
- Typically involving a fatality.
  
- Here's one example.
- Motor-vehicle accident on Creedmoor Road.
- Operator of motorcycle died.
- Posted pictures included mechanism of injury and items of clothing.
- Family members found these photos.
- They contacted me, expressing how upsetting the images were.
- I apologized and removed public access to the images.



# Spoken Remarks

- Slightly bad reactions.
  - Much more common.
  - Mostly procedural.
  - Not wearing X, incorrect use of Y, someone's showing Z.
  - Some are pre-emptive, please don't post a picture of this.
  - Others are after the fact, Chief saw a picture of me doing that.
- 
- Try to help both when shooting and editing.
  - Also a challenge for leaders.
  - Don't be punitive.
  - React appropriately to images and information.





# Spoken Remarks

- Here's one example.
- Structure fire from a couple years go.
- Dramatic picture considered for a history book.
- But one firefighter isn't wearing their gloves.
- Not noticed at time of posting.
- Rejected for history book.

# Spoken Remarks

- Praise.
- Have received much positive feedback.
- Great for training materials, online or print, local or national.
- Public education/marketing assets.
- Fire investigators appreciate scene photos.
- Citizen appreciation for their incidents, though rare.
- Responders and their family members.
- Even real-time documentation.
- Raleigh tornado of 2011.
- Provided City officials with first images from multiple sites.

# Spoken Remarks

- Legal impact?
- Lawyers and LEOS have requested copies, from time to time.
- LEO have contacted fire and EMS officials, to verify my credentials.
- Lessons learned?
- Cameras are powerful presence.
- People react to a camera, if they're being photographed.
- Cameras are everywhere AND everyone is using them.
- People love to share experiences via images.
- Responders in particular, love scene photos.

Today I am going to talk about two things:

1. Taking photos

**2. Sharing information**



**Mike Legeros** @legeros · Jun 23

Major gas leak haz-mat Garner. Guy Rd @ 70. Highway closed. Evac and wide perimeter. Wake, JoCo units. Pic 1 of 3



View more photos and videos

## Twitter – Real Time Public

+ Notifications

**Mike Legeros** @legeros · Jul 5

Firehouse.com, Photo Story: N.C. Units Called to Haz Mat, one of my couple-times-a-year submissions, [tinyurl.com/qxw643b](http://tinyurl.com/qxw643b)

**Mike Legeros** shared a link.

Saturday, July 5, 2014 at 10:30am near Raleigh, NC · 36

Here's one of my couple-times-a-year photo story submissions to Firehouse.com.

Photo Story: N.C. Units Called to Haz Mat Incident [www.firehouse.com](http://www.firehouse.com)

Fire departments from two counties responded to a major gas leak on June 23 night in the 4700 block of Guy Road in Clayton.

Like Comment Promote Share

ADD McGee, Andy Chatman and 2 others like this.

## Facebook – Real Time “Private”

**Mike Legeros**

Monday, June 23, 2014 at 8:53pm · Edited · 36

Major gas leak haz-mat Garner. Guy Rd @ 70. Highway closed. Evac and wide perimeter. Wake, JoCo units.

[ photos go here ]



Like Comment Promote Share 2 Shares

## Fire News/Media Sites – Later - Public

**Garner Gas Leak**

Home · All Content · Garner Gas Leak

6,333 Likes · 4,264 Comments · 43 Shares

Small Update: Fire departments from two counties responded to a major gas leak on Monday night, June 23rd, 2014 in the 4700 block of Guy Road.

Neighbors reported hearing an explosion about 8 p.m. Near intersection of an eight-lane wide road where opening at an above ground regulator station at a pipeline facility.

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RECENT COMMENTS

- Jeff Helling on Fire Station North River Fire Station, Clayton County NC?
- Lost Camera? @Bayer on Fire Damage North River Fire Station, Clayton County NC?
- SecurityCam on Wake Forest House Fire
- Jeff Helling on Wake Forest House Fire
- Jeff Helling on Wake Forest House Fire

**Mike Legeros** shared a link.

Yesterday's Gas Leak in Clayton, Legeros Fire Blog, [tinyurl.com/p7stxb](http://tinyurl.com/p7stxb)



View more photos and videos

+ Notifications

## Photo Site – Later – Public

**June 22, 2014 - Garner FD & Wake EMS - Guy Road**



Mike Legeros shared a link.

Monday, June 23, 2014 at 10:49pm near Raleigh, NC · 36

Prelim photos posted from tonight's gas leak. Forgot to shoot some video, alas. Still a still guy, I guess.

June 22, 2014 - Guy Road (Draft) [legeros.com](http://legeros.com)

+ Notifications

**Legeros Fire Blog** · Yesterday's Gas Leak in Clayton · The Mystery of the B.L. · UPDATED: Wake County - Clayton

Yesterday's Gas Leak in Clayton

06/24/14 270 W. 931 · 2 · 1

Though I chafed at Garner in my tweets, which was the fire district, as the incident occurred just inside Wake County, there's a plume of highly pressurized natural gas rising some twenty feet into the air from a pipeline facility in the 4700 block of Guy Road yesterday. Neighbors reported an explosion about 8 p.m. What they heard was an eight inch wide relief valve opening at an above ground regulator station. The sound was enormous, as radio transmissions from the scene attested. Sounded like a jet engine in the background as Garner Engine 4 arrived and reported their findings.

Crews commenced establishing a wide perimeter, with residents within a mile evacuated from their homes, and made into the area closed.

That included Highway 70 in both directions at Guy Road. The command post was established at a service station at that corner, along with staging and rehab. Garner and Clayton fire units were on scene, along with Raleigh hazmat units, which were special called. The leak was stopped about 8:50 p.m. The hazmat crews commenced air monitoring, using an ATV to take atmospheric readings at various locations around the site. News reported that Highway 70 was reopened about two hours later.

Units on scene included Garner 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

## Blog Site – Later - Public



# Spoken Remarks

- How do I share information?
- Let's start with incidents that I respond to.
- First, I post text and photos in real time using Twitter and Facebook.
- Later, I post my photos to my web site.
- Also announce those posted photos using Twitter and Facebook.
- Some times, also write a blog posting about the incident.
- And announce the posting via Twitter and Facebook.
- Occasionally, I will submit my posting and photos to fire media sites.
- When those are posted, I will announce via Twitter and Facebook.

Charlotte Ladder  
Overturns - The Photo

Garner is Hiring

Special Called Wake County Fire Commission  
Meeting - Thursday, May 1, 2014

Raleigh Rescue Squad in 1968

Morrisville's New Ladder 1

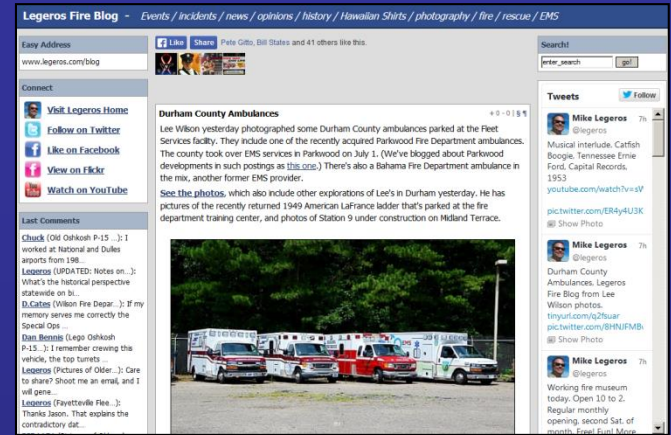
Blowing Rock's  
New Rescue

Raleigh's Proposed  
FY15 Budget

New Wheels For EMS 101

Raleigh Fire Museum  
Open This Saturday

David Dillon Named American  
Legion's NC Firefighter of Year



# Spoken Remarks

- Blogger
- Veteran blogger.
- Had my own fire service blog since 2006.
- Many types of postings: interviews, apparatus deliveries, major fires, fire commission meetings, histories.
- Varied length: single paragraph to multi-page.
- Varied type: text only, text plus photo, text plus multiple photos, photo and little text.
- Decreasing frequency. Down from daily/multiple daily.
- Think a newspaper, but you only see one story at a time.
- Has comment section. Thus also served as a local discussion board of sorts.



# Raleigh Fire Department Newsletter

Volume 7, Issue 1 Winter 2014



The hiring process is underway for Recruit Academy 29, which starts on March 24.



At 8:58 p.m. on Thanksgiving Day, Thursday, November 28, a fire was reported at the Holiday Inn at 4100

## Raleigh Fire Department News

### Newsletter

- Volume 8, Issue 3 - Summer 2014 (forthcoming)
- [View archive](#)

The Raleigh Fire Department newsletter is PDF format and requires installation of the free [Adobe PDF reader](#)

### Web Sites

- [Raleigh Fire Museum](#)
- [Stations/Apparatus History](#)
- [Incident/Event Photos](#)

[Raleigh Fire Department Web Site](#)

[Raleigh Television Network - FireWatch Episodes](#)

[Information For Retirees](#)

### Featured Photos - Summer 2014

- [Breakfast with Homer](#)
- [Fallen Firefighter Golf Tournament](#)
- [Freeman Street - Set 1 / Set 2](#)
- [Haze-Martin Clayton](#)
- [Lanister at North Hills Avenue](#)
- [Lundy Drive](#)
- [New SCBA - Set 1 / Set 2 / Set 3](#)
- [Retiree Luncheon - Set 1 / Set 2 / Video](#)
- [Sprinkler Safety Demo](#)
- [Trench Rescue Training - Set 1 / Set 2](#)

Photos by Mike Legeros, Lee Wilson, Tim Blaisdel, Kevin Ellsworth, Dave Gaze.

[Previous Featured Photos](#)

The Raleigh Fire Department Newsletter is a quarterly publication for personnel, retirees, and citizens. For assistance with this web site or more information, contact [editor@raleighfirenews.org](mailto:editor@raleighfirenews.org)

# Spoken Remarks

- Newsletter.
- Quarterly, official.
- Approved by Fire Chief.
- Nice comparison/contrast to blog.
- Written as a voice of Raleigh Fire Department.
- Versus blog, which is written as voice of Mike Legeros.
- Real journalism. Face-checking. Interviews. Quotes. Deadline. Built from editorial calendar, but also based on news priority.
- Digital version posted as PDF to [www.raleighfirenews.org](http://www.raleighfirenews.org).
- Plus links to related photos featured in each issue.





Mike Legeros @legeros - Jul 9  
Raleigh Fire Old Eng 9 @ Sta 26. Getting prepped for @SAFRE parade in 2 wks. Fought my first fire on this one.  
[pic.twitter.com/Krxfd5U3F1](http://pic.twitter.com/Krxfd5U3F1)



Mike Legeros @legeros - Jul 9  
Wake Forest News assists Wake Forest Fire @WFFire w/drone at Falls Lake woods fire, [tinyurl.com/mx39yye](http://tinyurl.com/mx39yye)



View more photos and videos

Mike Legeros @legeros - 8h  
Working fire museum today. Open 10 to 2. Regular monthly opening, second Sat. of month. Free! Fun! More at [raleighfiremuseum.org](http://raleighfiremuseum.org)

Mike Legeros @legeros - Jul 9  
Wilmington Fire Chief presentation to City Council about fire station plan and more, view recording, [wilmington.granicus.com/MediaPlayer.ph...](http://wilmington.granicus.com/MediaPlayer.ph...)

Mike Legeros @legeros - Jul 8  
Rosemary Lane on Jul 6, Raleigh Fire, @WakeCountyEMS, haz-mat investigation, photos posted, [tinyurl.com/px8bvng](http://tinyurl.com/px8bvng)



Mike Legeros @legeros - Jul 4  
Tryon Road curve claims another life, Jun 29, Garner-Cleveland Record [tinyurl.com/1vfggg9](http://tinyurl.com/1vfggg9)

Mike Legeros @legeros - Jul 2  
New Ocracoke fire station on Highway 12, dedicated in April, contractor photo, [tinyurl.com/o3a939o](http://tinyurl.com/o3a939o)



Mike Legeros @legeros - Jul 4  
[Firehouse.com](http://Firehouse.com) from New Bern Sun Journal, N.C. Task Force Deployed for Hurricane Arthur, [tinyurl.com/16y9lk4](http://tinyurl.com/16y9lk4)

# Spoken Remarks

- Twitter.
- My second blog, or mini blog.
- Limited to 140 characters, including one to four photos.
- How do I use Twitter?
- As shown before, for real-time information at incidents.
- Also for notifications of posted photos.
- Also for notifications of new blog posts.
- Also in place of some blog posts.
- Also for one-off photos.





Mike Legeros @legeros - Jul 9  
Raleigh Fire Old Eng 9 @ Sta 26. Getting prepped for @SAFRE parade in 2 wks. Fought my first fire on this one.  
pic.twitter.com/Krxf5U3F1

Mike Legeros @legeros - Jul 9  
Wake Forest News assists Wake Forest Fire @WFFire w/drone at Falls Lake woods fire, tinyurl.com/mx39yye

## Legeros Fire Blog - Events / incidents / news / opinions / history / Hawaiian Shirts / photography / fire / rescue / EMS

### Easy Address

www.legeros.com/blog

### Connect

Visit Legeros Home

Follow on Twitter

Like on Facebook

View on Flickr

Watch on YouTube

### Last Comments

Legeros (Wilmington's New ...): Don't know the length of Raleigh's current tiller...

Katie (Wilmington's New ...): Isn't this about the same length as Raleigh's cur...

Legeros (Wilmington's New ...): Truck is 63-feet long...

McNelson (Wilmington's New ...): Buckwheat, the tiller for now at least is going t...

Paul (Wilmington's New ...): That's a long damn truck. As I understand it a m...

Buckwheat (Wilmington's New ...): Mike...which station will receive the new tiller? B...

Chuck (Mystery Spur): Whitaker Mill Rd maybe?

Legeros (Wilmington's New ...): The City of Raleigh will be purchasing a second t...

John Doe (Wilson Fire Depart...): To the best of my knowledge Squad 4 was for a joi...

Gina (Would You Believe...): Had a logging tractor burn one time deep in the w...

Chuck (Old Oskosh P-15 ...): I worked at National and Dulles airports from 198...

Legeros (UPDATED: Notes on...): What's the historical perspective statewide on bl...

D.Catena (Wilson Fire Depart...): If my memory serves me correctly the Special Ops ...

Dan Bernis (Lego Oskosh P-15...): I remember seeing this vehicle for the first time...

Like Share Pete Gatto, Bill States and 42 others like this.



### My Schedule For The Show

Here's where I will be this week at the [South Atlantic Fire Rescue Expo](#). Plus some first-thing/last-thing drive-bys earlier in the week, as the trucks are loaded into the convention center. That's always fun to watch. Need to find me during the show? Look for a large guy in a Hawaiian shirt. Typically with a couple large cameras. Or visit the Raleigh Fire Museum booth on the mezzanine level. We're right beside the escalators.

Thursday - July 24

- Late afternoon - Check-in as exhibitor (Raleigh Fire Museum), help with booth set-up.
- Early afternoon - Behold BBQ teams as they start their cooking. Take some pictures.

Friday - July 25

- Before 10:00 a.m. - Check-in as a presenter (social media). Help get our booth ready.
- 10:00 a.m. to 3:00 p.m. - Attend Expo, see folks, snap shots, loiter at our booth, lunch somewhere on the Mall.
- 3:15 p.m. - 4:45 p.m. - Conduct social media workshop with Jeff Hammerstein, [The World Is Watching Your Department. Who Will Tell Your Story, You or Them?](#)
- Late afternoon - Run home, eat dinner, take nap?
- Early evening - Attend Brotherhood Bash at Napper Tandy's. Starts at 7:00 p.m. Old Man Legeros will probably arrive early and leave early.

Saturday - July 26

- 8:00 a.m. to 9:00 a.m. - Prepare booth for the day.
- 9:00 a.m. to 11:30 a.m. - Staff our booth.
- 11:30 a.m. to 2:30 p.m. - Head outside for photos of the parade, the trucks, the games, et al. Plus lunch on the Mall.
- 2:30 p.m. to 4:00 p.m. - Staff our booth.
- Later afternoon - Shut down the booth. Take things to car. Say goodbyes. See you next year.

### Video of Yesterday's House Fire in Youngsville

Wake Forest News has posted this three-minute-and-change [YouTube video](#) of a heavily-involved house fire in Youngsville yesterday. The address is 1425 Moores Pond Road. The departments on scene were Youngsville, Bunn, Wake Forest, and Franklinton. Plus Franklin County EMS and Youngsville Rescue & EMS. [Read the accompanying story.](#)



### Search!

Enter search go!

### Tweets

Follow

Mike Legeros @legeros

Morrisville Fire wet-down ceremony for new apparatus, Lee Wilson photos posted, tinyurl.com/lzcepg pic.twitter.com/gY22o04

Mike Legeros @legeros

Raleigh Fire Lt. Joe Carroll funeral on Sat. in Durham, photos posted, tinyurl.com/kmmf5r pic.twitter.com/VZ0tAut

Mike Legeros @legeros

My Schedule For The Show, Legeros Fire Blog, tinyurl.com/o5xmice See you at @SAFRE

Mike Legeros @legeros

Tweet to @legeros

### Calendar

July 2014						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### Exciting Recent Posts

[My Schedule For The Show](#)  
[Video of Yesterday's House Fire in Youngsville](#)  
[Wilmington's New Tiller \(7](#)

Mike Legeros @legeros - Jul 8  
Rosemary Lane on @WakeCountyEMS photos posted, tinyurl.com/...



Mike Legeros @legeros - Jul 4

Firehouse.com from New Bern Sun Journal, N.C. Task Force Deployed for Hurricane Arthur, tinyurl.com/l6y9lk4

# Spoken Remarks

- My tweets appear on my blog site, in the upper-right corner of the home page.
- They are a blog within the blog, so to speak.
- They have replaced some types of blog posts.
- Such as links to news stories that I want to share.



Jason Thompson @JOCOFIRENEWS · Jul 5

Additional photo US 70 and Granny Farm Ln



[View more photos and videos](#)



Mike Legeros

@legeros

[@JOCOFIRENEWS](#) Sure wish Granny Farm and Fanny Brown roads intersected. Would love to direct someone to Granny Fanny.

Reply Delete Favorite More

# Spoken Comments

- That's an example of my humor.





**June 3, 2014 - Ambulance Approaching**

40 views · 4 weeks ago



**June 6, 2014 - Raleigh FD - Daniels Street**

151 views · 1 month ago



**May 7, 2014 - Raleigh FD - Retiree Luncheon**

482 views · 2 months ago



**April 28, 2014 - Bay Leaf FD - Station 1**

79 views · 2 months ago



**Raleigh FD - Apparatus in Motion**

628 views · 3 months ago



**April 1, 2014 - Raleigh FD - Training at CCCC**

277 views · 3 months ago



**January 23, 2014 - Raleigh FD - Tiller Training**

525 views · 5 months ago



**January 10, 2013 - Raleigh FD - Clark Avenue**

59 views · 6 months ago



**January 6, 2014 - Wendell FD - Live Burn**

166 views · 6 months ago



**January 1, 2014 - Raleigh FD - Trillium Circle**

230 views · 6 months ago



**December 23, 2013 - Cary FD & Swift Creek FD - Funeral**

1,699 views · 6 months ago



**Raleigh FD - Ladder 4 Returning to Quarters**

665 views · 7 months ago



**September 28, 2013 - Warren County Fireman's Day**

68 views · 9 months ago



**September 23, 2013 - Raleigh FD & Wake EMS - Wake Fores...**

508 views · 9 months ago



**September 21, 2013 - Tunnel to Towers Run/Walk**

234 views · 9 months ago



**September 16, 2013 - Raleigh FD - RIT Training**

283 views · 10 months ago

# Spoken Comments

- Also have a YouTube account.
- Occasionally post video clips.
- Typically very short, 30 seconds to three minutes.
- Typically shots of apparatus or units in motion, or brief clips from incidents.
- Shot with both DLSR and camera phone.
- That said, rarely shoot video.

RALEIGH, NC (WAKE) \*WORKING FIRE\* 3409 SOSA RD XST SUNNYBROOK.  
APARTMENT FIRE. E12 E7 E3 E10 L2 L8 SQ15 R1 BC2 BC5 C20 EMS62  
DC1 SQ14. FIRE THRU ROOF OF 2-STY TOWNHOME, END OF ROW. QUICK  
CONTROL. 5 DISPLACED, NO INJS. ~15:45. [CFP7474\*700] 90/19

RALEIGH, NC (WAKE) \*WORKING FIRE\* 4705 DEERWOOD DR. E17 O/S  
SPLIT LEVEL DWELLING WITH HVY FIRE SHWG #2 FLR. E17 E9 E23 SQ14  
SQ15 L3 L1 BC4 BC5 R1 EMS11 DC4 A1 C20 C401. ON TAC 24  
[CFP7474\*700] 90/19

RALEIGH, NC (WAKE) \*MULTI-PATIENT INCIDENT\* RALEIGH SCHOOL RD.  
CHILDREN'S TRAIN ACCIDENT AT A SCHOOL EVENT. 8 GREEN TAGS  
XPORTED BY FOUR AMBOs. MIX OF PEDS AND ADULTS. WESTERN WAKE  
E191, RALEIGH E8, M95 DC5 ~14:00 [CFP74747\*700] 19/57

# Spoken Comments

- Old-fashioned e-mail.
- Subscribe to Carolinas Fire Page.
- Service provides notifications of working fires and incidents.
- Also a contributor.
- When monitoring or observing incident, I will send details.
- CFP incorporate and retransmits the information.





# Spoken Comments

- Facebook
  - The elephant in the room, the 800-pound gorilla.
  - Exceptionally easy to use, for all ages, all skill levels.
  - Any organization can quickly and easy create a web presence.
  - Or create an event page, or a private discussion group.
- 
- I have a Facebook page.
  - Used for both personal and “fire stuff.”
  - Also have pages for my blog and the Raleigh Fire Museum.
  - Also co-administer pages, such as History of EMS in Wake County.
  - Also contribute on pages, such as Fire Trucks at War.

**Twitter Feeds**

**Facebook Pages**

**Facebook Groups**

**Mailing Lists**

**Blog Sites**

**Web Sites**

**Newsletters**

# Spoken Comments

- These are ways that I am telling your story.
  - These are also ways that others might be telling your story.
  - But you can use these tools and technologies tell your own story.
  - You can become your own reporter, your own publicist, your own PIO.
- 
- Why tell your story?
  - Marketing your agency and its services.
  - Improving lives and safety through education.
  - Recruiting, generating interest in volunteers, driving people to events.
  - Sharing success stories and boosting member morale.
  - Responding to attention or criticism in local news.
  - Etc.



**LESSONS**

**LEARNED**

# Lessons Learned

*(is that better?)*

# Spoken Comments

## **Tone**

Be civil. Use real names. Be wary of anonymous comments and systems that permit them. Praise often. Apologize as needed. Give the benefit of the doubt. Presume good intentions on part of person posting.

## **Changing Your Words**

Edit or delete your words as needed. Be they postings of yours, or comments on someone's else page. Or delete and do over.

[ Note: This said by a civilian who is not impacted by public information laws. ]

## **Eyes Upon You**

Anyone and everyone may be reading. Some read daily, some read weekly, some hardly ever. Your posts may also be read weeks or months later, via search results.

# Spoken Comments

## **What You Say**

Never say something about someone that you wouldn't say to their face. Never post anything you wouldn't want your mother to read. The only thing truly private is the thing not posted.

## **Don't Get Paranoid**

Balance awareness of your potential audience with the confidence of your words and your purpose for posting.

## **Day Room vs. Family Room**

On Facebook, your "friends" may include both peers and family. Be aware of black humor or blunt incident comments. Be aware when posting information in response of news of job accidents, injuries, or fatalities. Will someone's family react if they see "prayers for Engine 1" or "praying for the Smith Family."

# Spoken Comments

## **Levity**

Humor is a large component of my “voice.” Particularly self-referential humor. Don’t be so serious. Don’t take life so seriously. Have fun. You’ll live longer.

## **Free Pass**

My salary is not derived from a public safety profession. Thus I must manage myself, must self-supervise. Be aware of any vacuum you find yourself functioning in.

## **Motivation**

People use social media for different reasons. I’m doing this because it excites me and channels my interests. Others are here for ratings, for creating conversations, for stirring pots, etc. Remember that your motives aren’t always their motives.

## **Bottom Line**

Do your job, know your job, know the consequences of doing your job. That will always help you, in the context of stories told about you doing your job.



# That's All Folks

## Postscript

These slides are intended as an introduction to reputation management, media relations, and social media issues in fire and emergency services. They were presented as a ninety-minute lecture.

What's not covered in these slides? Many things, including:

- Using these tools on internal or private networks.
- Writing policies on media relations and social media usage.
- Perspectives on how other agencies use these technologies and tools.
- Tips for monitoring media and social media, to learn what others are saying about you or your organization. (Tip: Google Alerts.)
- Advice on writing, editing, and creating content.
- Legal perspectives. (We are not lawyers, nor play ones on television.)

Maybe next time.

Thanks for reading.