

Board of Fire Commissioners

Social Media Update

February 19, 2019



Social Media Platforms & Target Audience

▶ Twitter

- Newsfeed
- News Media and Community Leaders

▶ Facebook

- News bulletin board
- Residents in Washoe County

▶ Instagram

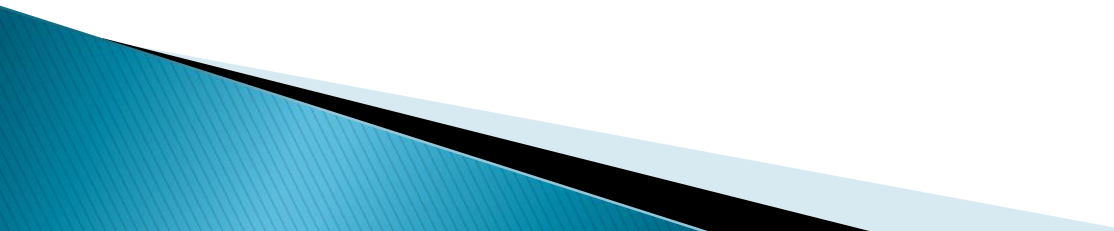
- Picture album
- Residents in Washoe County and interested parties in the fire and rescue service

▶ YouTube

- Video library
 - Residents in Washoe County and interested parties
- 

New Social Media Platform Nextdoor

▶ Nextdoor

- Launched in October, 2011.
 - Nextdoor is a social networking service for neighborhoods.
 - People using Nextdoor submit their real names and addresses to the website.
 - Posts to the website are not public but are available only to other Nextdoor members living in the same neighborhood.
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Nextdoor (cont.)

▶ Nextdoor

- All neighborhoods in Washoe County automatically are subscribed to TMFPD.
- Notice of our posts are delivered via emails.
- We are selective on what we post on Nextdoor, usually a timely and important message.
- We can target neighborhoods with messages.

Nextdoor for TMFPD (and Washoe County)



Nextdoor Posts



PIO Adam Mayberry, Truckee Meadows Fire Protection District AGENCY



REMINDER - Green Waste Collection Days: Next two consecutive Saturdays (Free for Washoe County Residents)

Protect Your Home and Property From Wildfire The Truckee Meadows Fire Protection District (TMFPD) encourages residents to create defensible space and dispose of dry and dead vegetation, shrubs, tree branches, and other wildland fuels for free at TMFPD's Green Waste Collection Days. "Despite the beautiful and cool autumn days, See more...



5 Nov · Subscribers of Truckee Meadows Fire Protection District



Reply



35 · 24781 Impressions

Nextdoor, public and private posts



Lenora A., Silver Knolls · 5 Dec



Would love one of those cans!!! We would appreciate it if we could wait till the end of the week to pick it up. We live up Red Rock Road and there is a lot of snow here!!! We want... See more



2 Thanks



Susan H., Eastlake Blvd · 5 Dec



I stopped by the washoe valley station b4 5pm and no one was in the front office and the door was locked. Bummer



1 Thank



Virginia W., Via Bianca Estates · 5 Dec



I live in via bianca so where is the closest place to me



1 Thank



PIO Adam Mayberry · 5 Dec



Susan: per the announcement at the bottom: Please note: If fire/rescue crews are on an emergency response, there will not be personnel that will respond to ash can requests at the station. We ask that residents return at a later time. Or, residents can come to the Fire District's Administrative office at 1001 E. 9th Street, Building D.

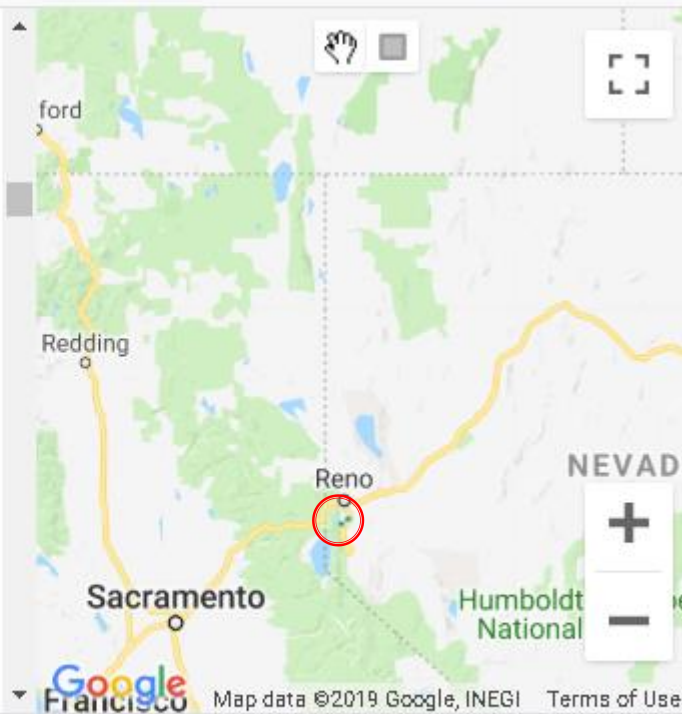
2 Thanks

Nextdoor, target post

Select the neighborhoods for this post: ×

72 residents

- ☒ **Galena**
168 residents
- ☒ **Galena Country Estates**
104 residents
- ☒ **Galena Forest Estates**
511 residents
- ☒ **Galena Terrace**
272 residents
- ☐ **Gateway**
14 residents
- ☐ **Glen Meadows**
39 residents
- ☐ **Glenwood Estates**
88 residents



← Next

*The green dots inside the red circle represent the neighborhoods selected.

Thank you

