

Monitoring Key Sites

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- **Purpose:** Monitor public sentiment, identify issues, rumors, etc. that need to be addressed, and identify trends.
- **Guidelines:**
 - The following key sites will be monitored and tracked as appropriate:

	Site(s)	Type of Content/ Frequency of Updates,
Host Unit (s)		
IMT(s)	http://www.imtcenter.net/main/default.aspx	
Sherriff		
Police Dept		
Local Fire Dept		
Nixle	http://www.nixle.com	
EOC		
Air Quality Agencies		
DOT		
Red Cross		
Humane Society		
Local Agencies (City, County, etc.)		
State Emergency Management Agency		
Governor's Office		
National Weather Service		
Elected Officials		
Local Media		
Utility Companies		
Community Organizations (Chamber, VCB,)		
Disaster Relief Organizations		
Statewide Fire Info Sites (ex. NMFireInfo.com)		
PLIC	http://www.publiclands.org/	
GACC	http://www.nifc.gov/nicc/	
SitReport	http://www.nifc.gov/nicc/sitreprt.pdf	
National Fire News	http://www.nifc.gov/fireInfo/nfn.htm	
Wildfiretoday.com	Wildfiretoday.com	
Wildlandfire.com	Wildlandfire.com	
FireWhat	http://www.firewhat.com/fires	
NASA Earth Observatory	http://earthobservatory.nasa.gov/NaturalHazards/	

Google	http://www.google.com	
Facebook	http://www.facebook.com	
Twitter	http://www.twitter.com	
Flickr	http://www.flickr.com	
YouTube	http://www.youtube.com	
PinInterest	http://pinterest.com/	
Red Cross Wildfire App	http://www.redcross.org/mobile-apps/wildfire-app	
FireWhat Wildfire Info App	http://www.firewhat.com/app/	
US Wildfire App	https://itunes.apple.com/us/app/us-fires/id430139400?mt=8	
CO Wildfire Watch App	https://itunes.apple.com/us/app/colorado-wildfire-watch/id547746861?mt=8 https://play.google.com/store/apps/details?id=com.app_cowildfires.layout&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5hcHBfY293aWxkZmlyZXMubGF5b3V0Ii0	

Google Alerts

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- **Purpose:** Monitor public sentiment and identify issues, rumors, etc. that need to be addressed
- **Guidelines:**
 - Incident related articles in local newspapers will be clipped and saved in incident documentation.
 - [Google.com/alerts](http://www.google.com/alerts) with the incident name will be established and monitored.
 - Media clippings will be saved as PDFs, .jpgs, or .Word docs and saved to the electronic incident documentation file.

Social Media Monitoring

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- **Purpose:** Monitor public sentiment, identify issues, rumors, etc. that need to be addressed, and identify trends.
- **Guidelines:**
 - Monitoring tools:
 - <http://www.google.com>
 - Periodically searched Web, News, Images, and Videos for incident specific keywords (ex. “Little Bear Fire” and “#LittleBearFire”) and

Video Views														
Briefings Streamed														
Internal Texts Sent														
Other														

Some examples of deeper measurements include:

- Percentage growth of target communities — not just how big your community is, but how much is it growing?
- Conversions — are people clicking the link in your tweet and consuming more content?
- Loyalty — are people coming back to your content after the first visit?
- Sentiment analysis — are people saying generally positive, negative, or neutral things about your program?
- Customer service — do you have benchmarks for responding to your customers in a timely way?

Additional resources: <http://www.howto.gov/social-media/using-social-media-in-government/metrics-for-federal-agencies>