

Lesson Learned in Social Media

Barry Point Fire

Lakeview, Oregon

August 12-15, 2012

The Barry Point Fire started near Lakeview, Oregon August 6, 2012. It received heavy initial attack locally but due to extremely dry fuels, drought conditions and wind, they were unable to catch it. A local Type 3 team took the fire until the Blue Mountain Type 2 team took over about the 9th. Complexity grew and the NIMO team was called to integrate with the Type 2 team, assuming command on the 13th. No social media had been put in place by earlier teams, although there was a forest Flickr and Twitter account. Starting on August 13th, with NIMO in charge, the decision was made to fully engage with social media.

This document is an effort to capture a social media incident involving a very negative poster. We wanted to share the concerns we had, decisions we made and our thoughts in retrospect. We are not offering this as an answer or even the right way to deal with such an issue, just as a lesson we learned.

We built the Social Media sites Monday evening August 13 and did a little populating with logos, slogan, etc. We continued populating the sites Tuesday, August 14th. On the 15th, it got more complicated, with a very negative poster responding to a single picture of the IC on the incoming team speaking at morning briefing.

Below are the actual posts to the Facebook Page.

Barry Point ORFire

Yesterday

#BarryPoint #ORFire #CAFire Picture: New Incident Commander Mike Morcom talks to crews as PNW Team 2 takes the fire ^jp



Like · Share

- 13 people like this.
- 68 comments
 - ~~XXXXXX XXXXXX~~ I can hear it now..... "THIS IS BIG DOLLARS MEN AND WOMEN" Your paychecks depend on this fire burning up as much as possible. The longer we can Let'er burn the bigger ALL of our pockets get! So be careful out there, eat a good lunch, be sure you all take your government mandated breaks... Every 15mins whether you need it or not! Ooh and don't forget hacky sac play offs are tonite following directly after dinner, so be sure to practice on that while your standing around watching the fire today!
 - Yesterday at 6:44am · Like · 1

After this first post (above), we were concerned, but took a pause to try and see this as an opportunity to think about and develop protocols about how to handle people who make these kinds of posts because it's what most PIOs / IC's and agency leaders are concerned about. We talked about if we should respond, what we should say, when to say it and wondered if the community on social media would jump in at some

point as we believed it would. It took about 45 min for the first “rebuttal” to appear. The time they posted is under the comment, and as you can see they came in pretty steadily.



Kathryn Pierce Seriously, I cannot believe you had the nerve to post that. A few days ago a young girl lost her life protecting your towns, your forests from complete destruction. I know crews who have been on this fire from the flare up working 16 hour days in the heat lugging 50 pound packs and chainsaws trying to keep it from destroying everything in its path. They are getting 4 hour rest periods to sleep.

Yesterday at 7:18am · Like · 20



Sue Rihn Oh my gosh - Xxxxxx Xxxxxx. Shame on you. And to all of the hard working men and women who are putting your own safety and well-being on the line for the communities, thank you, thank you, thank you. Be safe!

Yesterday at 7:26am · Like · 14



Mia Puopolo Theresa, not only is what you said disrespectful, untruthful and condescending, but I can't even take it seriously as your post is riddled with misspellings and grammatical errors.

Yesterday at 7:47am · Like · 9



Ryan Hufford Teresa, you have some nerve.... How about you show them how to do it?

Yesterday at 7:52am · Edited · Like · 9



Jana Goddard Griffith AMAZING! Our children, my child, is out there everyday protecting the homes, families and land in that area and you have the nerve to post something like that. They work theirs tails off! If they play a little hacky sac they probably deserve a break! You have balls lady.

Yesterday at 7:49am · Like · 9



Mariyah Wafford One has to wonder about the WHY that would lead Xxxxxx Xxxxxx to post such a thing. Does she have some kind of professional, inside information or evidence of these accusations that the rest of us do not have? I would love for her to post that so the rest of us can see that she isnt just speaking from the ass in which her head is currently resting. Right? Only an uneducated, narcissist would or could post such invalid complaints without some sort of proof - right?

Yesterday at 7:56am · Like · 2



Xxxxxx Xxxxxx Oh come on,... All of you, answer me this one question, just one! Why could the not have put this out when it was 300 acres, when it did not cost a life or more.I am not the disrespectful one!! Are you so blinded from the smoke that you have not questioned that fact! This fire absolutely should never have been ALLOWED to get beyond! And who gives a rat about misspellings and grammatical errors, this is a forest fire, life threatening event taking place not a writers club party! Her your head out of the burnt ground and take a seriously look at what's REALLY going on!

Yesterday at 7:58am · Like



Ryan Hufford Do you not understand how this system works? It takes a lot of time to get teams and equipment to the fire. With all the weather and different fires going on in the state the crews are stretched thin. Why would people want to risk their life for someone thinking that the only reason that you are there is to drag it out and make as much money as they can, I'm not sure I would want to put my life on the line for that.

Yesterday at 8:06am · Like · 7

It was amazing to us how many people, like the one above, responded with very educated information and real insight about how we actually fight fire. And there were several of them. It's nice to know that all that effort we put into educating people pays off when we need it!



Tabitha Marie Hufford You obviously have absolutely no knowledge of what effects a fire. Humidity, wind changes, etc. or that crews work around the clock. Some protect homes because that's what they're trained on. Others fight the fire and keep it from spreading as much as they can. Volunteers like my husband come from all over the state, risking their lives, to try and contain the blaze. Get educated. And be thankful that you're not out there with a hose, trying to do it by yourself.

Yesterday at 8:11am · Like · 11



Mariyah Wafford That should've been your first posting on the top of the page Xxxxxx if you really feel that that is what's going on. INSTEAD of making heartless comments that won't get you anywhere but regarded as a nut job, and a hater. If you go about things differently you may find the answers you're looking for. I don't know the answer to your question but I would like to hear the answer to that as well.

Yesterday at 8:16am · Like · 3



Cricket Ashford Harmon Teresa, once you have experienced being there on the fire line fighting the fire and eating the food, trying to sleep in a tent or on a hard gymnasium floor in the middle of the day because you have worked insane hours, are covered in smoke, dirt and ash, you might then have a right to complain about how things are being done.

Yesterday at 8:16am · Like · 9



Xxxxxx Xxxxxx And as far as those working hard at it to protect what they can, i understand that's the job they took. AGAIN the point is it didn't have to get this large, it didn't have to harm anyone. Who allowed that to happen. Put out a fire when its a spark, get on it and get'r done. And another thing, just how long have you lived in our community, mia, sue Kathryn? And do you work for the forest service? I raised my family there, my home is one that has been ordered to evacuate and is less than a 1/2 mile from fires danger, because of the poor economy, I can not be home to protect my home and children I'm 2500 miles away, working to make my house payment and as helpless as everyone else, not a thing i can do but bitch about the FACT that it could and should have been put out when it was possible. Its beyond that now.... I hurt for everyone involved, and I'm pissed at the management!

Yesterday at 8:18am · Like



Kathryn Pierce not only that the fuels that are feeding the fires years in the making. its like lighting a match to lighter fluid. Combined with the lack of rain, unseasonal high temps and wind gusts. Not disrespectful? Seriously? wow, keep telling yourself that. I pray for your karma

Yesterday at 8:20am · Like · 7



Bob Shaffer Shame, shame, shame. It's NOT about making big bucks. It's about saving lives and property.

Yesterday at 8:21am · Like · 5



Sean Castle @Xxxxxx... a little insight for you. The fire was reported as a single tree lightning strike. After the 2 mile hike into the point of origin, with a dozer, the fire had grown to 10 acres. The fire spread so fast that it created fire whirled, which are basically dust devils made of fire. This was bad enough to rip small trees from the ground. Those out on the line aren't concerned with money...they want sleep and some food. Please don't criticize what you don't know. Just be thankful that, through hard work and determination, no one has lost their homes or their lives.

Yesterday at 8:30am · Like · 38

If you read what the gentleman above said - think about what he knew. Very powerful having this person post the information instead of us. And BTW, he was right.



Mariyah Wafford Thank you Sean!!!

Yesterday at 8:37am · Like



Julie Ladd Every "enviromentalist" and the people who think these fires are just being "let burn" should be taken out and put on the front line of the fires. You would stop running off at the mouth with crap you know nothing about.

Yesterday at 8:57am · Like · 6



Xxxxxx Xxxxxx 10 acres, with a dozer in hand and a competent operator, would and could have had it out. I know the land like the back of my hand. No exist for that fire to now be..... , not 30000 acres, but now nearly 60000, and the plan of action.... Burn out! So tell me the mind set isn't about money, and the people involved, boots on the ground working there asses off suffering through this, what about them? If any of you really cared, you'd be on the phone to your governor asking why is this allowed to happen. The people out there "fighting" for this fire is very concerned about the money! It's there job, they are there because it is one of the few things that pay well. I know many people that do that line of work and they all pray for a "good" fire season. Why? Money! It's hard, it's harsh and it's the truth, wee all know disaster of any kind is BIG MONEY! I guess I'm the only one with the fits and honesty to call it like it is!

Yesterday at 8:58am · Like

It was about here we thought maybe we ought to drop in a comment so people wouldn't think we were ignoring the conversation. We thought maybe this last comment gave us an opportunity to talk generically about how we fight fire & about how this was never a "manage for resource benefit fire," etc. And we discussed putting that in as a status update not a response in this large line of responses. So we drafted one, but sat on it and didn't post it.



Kathryn Pierce if you call 10- 12 bucks an hour BIG money, then we live on alternate realities. They do it because it's in their blood. With experience the pay grows like ANY flipping employment. Most are seasonal, which takes dedication to stick at. Most newbies drop out after 2 or 3 days into the fire, but again, you would know NOTHING about that. Within an hour of the report of the fire there were boots on the ground starting to build lines. If you could actually the absorb the information people are trying to give you as to why and how instead of preaching from the pulpit, you might learn something.

Yesterday at 9:11am · Like · 2



Xxxxxx Xxxxxx And where are you Katheryn? Where's your pulpit? How does this absurdity effect your life?

Yesterday at 9:15am · Like

It was about here, at 9:24 am – 2 ½ hours after the 1st negative post, and in seeing the community managing the negative person - that we posted our "Policy" statement and pinned it to the top of the page so it would remain up top and be the first thing people saw.

Barry Point ORFire

23 hours ago Wed. August 15, 9:24 am

While we appreciate that sometimes other opinions can be difficult to hear, we create these pages so that everyone can have a voice. There are always strong opinions associated with wildland fires and we believe that people need and want to talk to each other about what's happening.

That said, we do have policies regarding abusive or threatening language, sexist, racist or defamatory comments and we will uphold those policies.

By Thursday the 16th, there were 62 likes for that "policy" statement. There were also comments which we have posted later in this document.



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Justin Johnson Xxxxxx Xxxxxx: Please list your qualifications and experience of wildland fires to have such an astounding knowledge of the operations and fire behavior.

Yesterday at 9:28am · Like · 10



○

Xxxxxx Xxxxxx They do it because its in there blood.....! Ooh come on! You truely are in a different reality. It might be 10-12. Bucks An hour sitting in the fire hall waiting for a forest fire, actual fire fighting pay is higher. Your missing the point, all of you are so misled. The ones that make the determination, where, how and what type of fight will be battled is made by the biggest fullest pockets. Its not the hard working fire fighter with the sooty boots, oh no..... It's those in charge of the money. I am nothing more than a proud land and home owner, and i pay dearly in my property taxes for the recreational area i call home. I simply expect for my contributions to be used wisely and in An effort too truly preserve what's there when its manageable and can reasonably be put out. It's simply been allowed to go far further than it should have or needed too be. I live in the forest, admire its beauty, and respect its frailties. A forest fire its nothing to be played with, is to be taken extremely serious no matter how small or exaggerated it gets. I work moving earth on a dozer D8 CAT, AS well as on large track hoes (excavators) , I know very well what it takes to push a fire back onto its self and burn it out while its small..... 10 + acres. Any of you capable in operating a sizeable piece of equip. Larger than a lawn mower? Than you know what I'm talking about! My postings have done exactly what i want them to do. Its stirring up the conversation, putting question into your mind and hopefully, in pray, will encourage you all to look at it with open eyes, and say enuff is enuff! Are we to just sit by and allow or country side, homes and lives to be demolished by this gluteny for money. Ask anyone of those people that suffered a loss in the Colorado fires! Or any forset fire. Ask them if its time to put an end to a fire when its possible to do so.

Yesterday at 9:46am · Like · 1



○

Dave Patterson Theresa, you're entitled to your opinion. What you don't seem to understand is that the grunts-on-the-ground don't do this job for money... 'cuz the pay sucks. The living conditions suck. I know: I did it for 37 years... because fighting fire served a greater purpose than simply increasing the stock prices of some company in order to make a profit. The tangible benefits of firefighting simply don't exist; there is NO logical reason for pursuing a career in wildland fire; but the intangibles are enormous. They do it because they CAN, and they know that most people can't or won't. They do it for the daily - hourly - challenge; they're competing with themselves, to learn what they CAN do, what they CAN tolerate, what awful conditions they CAN thrive under. It's all about the intangible satisfactions of meeting those challenges - and they CRAVE them. So, for ANYONE not a wildland firefighter to say that the FFs are simply sittin' around milking their "high" pay... well, the best I can say is those haters just don't know... and never will. Because they can't or won't rise to the challenge.

Yesterday at 9:46am · Like · 5



○

Xxxxxx Xxxxxx Who's a hater? Who said anything about hating! You and one other person. If you can't argue it, turn it into hate? Come on, anyone else out there that has a brain?

Yesterday at 9:50am · Like



○

Dave Patterson You're right: by definition, I don't have a brain. I was just a Pulaski Motor most of my life... if I'd had a brain, I would have gotten a real job with benefits, and real pay.

Yesterday at 9:53am · Like · 1



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Karen Frohreich Please respect the men and women risking their lives to fight this fire. Whatever the politics are behind the scene, these people deserve respect.

Yesterday at 10:15am · Like · 6



○

Xxxxxx Xxxxxx I love a true fire fighter, have all the respect in the world for anyone that puts there lives before others. This is nit about the fire fighter!! ALL about the excessive mismanagement of the fire! Hello.... You can all read, but your not paying attention! Complacency, over active ego's, and too much selfish competition is not admirable traits. If any one single person out there that is capable of fighting this fire on there own, it'd take one only. However we all know it takes a Team, or army no less. The only one that can affect those efforts are poor leaders. If you've looked at the updated info on this fire, it has exploded in growth, and the plan of action is too LET IT BURN OUT!!! As long as there is forest to burn, there is money too burn. You can bet all the support personnel, caterers, aircraft Co's, fire suppressant equip. operators, the list goes on are not all doing it free of charge, or at reduced costs. That is why it was not put out, when it was at 10 or 300 acres! Our interagency process from the time its reported to the time its mopped up, is what has made this big bucks. Get with the program people. Why is it in this FREE thinking country that if you don't support the waste of dollars and lives, human, animal or plant, or God-forbid speak out and stand up.... Your called a hater. Ya i hate the waste! I hate the stupidity of it all!

Yesterday at 10:20am · Like



○

Sue Rihn Dear Xxxxxx ... You ask what interest I have in your fire. You are right: I have no property at risk. I live in Wisconsin. But my daughter, whom I love more than life, is there, trying to save your property. She is an environmentalist. I am sure this is a difficult time for you and your family and your neighbors. I can only imagine your fear. But please take a moment to understand that the people who are fighting these fires and their families are also afraid. I wish you good fortune, Teresa, and I hope you find some peace.

Yesterday at 10:24am · Like · 11



○

Jeff Roden I never knew that Redmond High School offered a Forest Fire Management Course in the late 70's early 80's

Yesterday at 10:30am · Like · 4



○

Glenda Haskins Your comments show a real lack of knowledge about fire behavior and fire fighters, get yourself educated.

Yesterday at 10:34am · Like · 8



○

Kathryn McFarland Teresa, you may be creating conversation but you're not making any of us question anything. You're only causing people to stand up for their loved ones who are out fighting this fire with everything that they have right now. I know because my boyfriend is out there along with many of his friends, and all your ranting has lead me to think is of how very proud I am of all of them for fighting for your home while you're on Facebook ranting about how they're not handling this fire to the best of their abilities. They're heroes. Each and every one of them.

Yesterday at 10:42am · Like · 14



Xxxxxx Xxxxxx Thank you Sue, I appreciate your real concern. I to would be extremely worried about my daughter fighting a fire that had been so mismanaged as this one has. Fighting fire is like fighting a war, no one wins, innocent people Get hurt. Lives can be torn and demolished in a split second. This is my point, not only my home is endangered, but it has endangered my most precious gifts. My children. My family. Just spoke to my son and he is still on the property fighting spot fires and helping the neighbors fight. They have inhaled this thick, black heavy soot for 9 days now, and with little to no winds it is sitting on top of all of them. It should not be this way. Who is going to so this absurdity? Who? Please understand that this is ALL I can do. I BEG OUR GOVERNMENT AND

Yesterday at 10:42am · Like



Cheryl Blevins Xxxxxx you sound like someone who just has to play the blame game. They are doing everything they can to keep everyone safe and their homes. I for one and very thankful for everything they are doing so if you think that I am ingorant.....so be it. Everyone is entitled to their opinion. You know how to do all this so why don't you come back to town and show them how it's done since you have such a problem with it. I live in the forest also in Drews Gap and if it had ended up over here and burned my home well I sure as heck wouldn't have blamed them. They are trying as hard as they can with not much in their favor in terms of weather conditions. THANK YOU to all that are putting their lives in danger to help us and get this fire out.

Yesterday at 11:16am · Like · 10



Tabitha Marie Hufford Xxxxxx, your original statement pointed that it should have been put out long before now. The only issue is, it's a natural disaster, and no one can control nature. Picture a 70 foot tree on fire, embers off of that tree can travel hundreds of feet and start yst another fire. Now picture a thousand trees, with millions of embers and the winds changing constantly. There is no way to tell what's going to happen, and often it happens too fast to keep under control. Fire fighters are not sitting back just watching everything burn so they can get a bigger paycheck. And, as I noted, you are working somewhere else, and not even in the area, I am sure you haven't witnessed any hacky sack or breaks every 15 minutes as you alleged. I understand your fear, but your attacks on the very people who are working to save your home are completely irrational and unfounded.

Yesterday at 11:28am · Like · 9



Katie Marie Williams My DAD is on that fire and many other brave people he worked a 16 hour shift no breaks then got one hour sleep then was out fighting the fire again these people are puting there lives on the line for people they dont even know im sure if it was your property and house they were fighting to save or your loved one out there risking there life you would hav a completly different opinion people who talk about things they know nothing about just show the world how truely ignorant they are

23 hours ago · Like · 6



Xxxxxx Xxxxxx Are they?

23 hours ago · Like



Dana Carey I also appreciate everything the fire fighter are doing, it is very hard dangerous work and they are doing an amazing job in very tough conditions. I think the question here is the management, and I see where Xxxxxx is coming from. We had a fire near us earlier this summer. Knowing the dry conditions air support was called in before the trucks even arrived, and as a result it was put out at less than 25 acers. I don't claim to know anything about fighting fires, and I am sure resourses are spread thin, but... When you see equipment sitting on standby not even unloaded off the truck while you watch your cattle range go up in smoke, or the fire creep closer to your property, I think its ok to raise an eyebrow and ask some questions. I don't think that makes you a hater, or anti firefighter. These fires are devistating to landowner, they are devistating to rancher who's livelyhood depends on this ground for grazing, and communities who depend on ranchers to support their businesses. So I certainly hope the men and women in charge of these fires are doing all they can do and using every resource they have the minute they start. It would be pretty hard to live with yourself knowing you put someone out of business, or someones home burned because of something you should have done better.

23 hours ago · Like · 2



Jim-Phyllis Fitz This is not a natural disaster.. It is caused by a mismanagement of fuels and poor forest service policies. I am a forester, a former fire fighter and rancher. If the management of our forest would change, less landowners and firefighters would be at risk not to mention the positive impacts to our economy. That's what makes me sick.

23 hours ago · Like · 4



Justin Johnson You're right Teresa, maybe we should have sent a dozer to every one of the 3300 lightning strikes that occurred on Monday the 6th. But then you'd come up with some conspiracy about the dozer companies doing thunderstorm dances so they can make money.

23 hours ago · Like · 4



Justin Johnson Can you imagine a dozer driving out to every lightning strike? Imagine the scarred earth, there's regulations on the damage caused to extinguish the fire vs size of fire.

23 hours ago · Like · 1



Xxxxxx Xxxxxx I haven't attacked anyone. Again I've simply said, because of the money a sizeable fire makes for those entities involved is the only reason it is as large as it is right now. IF it had been put out when it was possible where would we all be. Worse off or little to no effect? Do any of you have a clue to what its effected now? Our yet to come? I'm not diss-ing the FF's on the ground. They heard the call of fire, they came willingly. I personally appreciate that more than the next. But what if they hadn't needed to? Where or when is the needless burning of our forests going to stop? There is the right time to do something, that's when something CAN be done. There is over 1400 people out fighting for this fire. Where would they be, what family gathering or income producing job would they be enjoying right now? I wish simply that, that is where they could be today. I wouldn't wish this fire upon anyone. I do thank God that the presence of such fine people are in my back yard. I pray to God, someone will come to there sense's and put these out long long long, before they are out of our hands. :(

22 hours ago · Like



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Karen Frohreich Xxxxxx, I am sincerely sorry your home and family are endangered. I have had the experience of our home easily being within 5 minutes of burning and it was terrifying! Please consider that this page is a place where real people come to learn more about a fire which their family and friends are trying to put out. There is fear, they want their beloved ones to come home safely. I SO much understand that you want your family and home to be safe -- I want that for you too.

To express your concerns here, in this particular forum, is as though a child were in a car accident and the parent came into the hospital raging at the doctor, who is doing everything s/he can possibly do to save the child's life, for sitting on his hands and creating the accident in the first place.

22 hours ago · Like · 1



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Xxxxxx Xxxxxx @Justin,Lol, , I'm sure glad to see your concerned about the "DAMAGE" a DOZER would make getting out to a fire or assist in putting one out. Its that type of thinking that creates these exagerated out of control fires. LMAO!

21 hours ago · Like



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Xxxxxx Xxxxxx Dana, Jim and Phyllis. I appreciate your input, knowledge, experience and voice!
;)

21 hours ago · Like · 1



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Andrea Cummins Martin @ Xxxxxx you absolutely attacked the FFs by saying that they are standing around playing hacky sac and taking breaks every 15 minutes. We all read what you wrote and it's pretty clear what you meant.

21 hours ago · Like · 7



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Heidi Wills The size of this fire has nothing to do with "big government", it has everything to do with the drought we have been experiencing for the last few years here in Lake County. It has been in the 90's everyday since this fire started. Fuel s are dry! Please don't speculate when you have no knowledge of fire behavior! This is extreme fire behavior at it's worst. We have men and women working their butts off to try and put this fire out, while at the same time trying to stay out of harms way. I would like to give these folks a big THANK YOU and please continue to be safe out on the line!

21 hours ago · Like · 3



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Bob Shaffer A little ignorant, I say!!!

20 hours ago · Like · 1



○

Cassidy Minter You are a horrible person...

20 hours ago · Like



○

Xxxxxx Xxxxxx I'm horrible....because i hate to see our country side burnt to a crisp, our homes, our families, our animals, our neighbors, all in danger. Not to mention those that are on the fire line. If that's so horrible, than horrible i am.

20 hours ago · Like



○

Xxxxxx Xxxxxx Andrea, i simply gave a caption to the picture as the way i see the leadership has gone with this fire.

20 hours ago · Like



○

Justin Johnson You missed the point. To have a dozer drive out to every fire "just in case" is ludacris. It was one tree, they sent out a crew to extinguish it, cost effective. Unfortunately when the crew arrived, the fire was bigger than when they started their two mile hike across the woods. They requested more resources, but unlike your world, we don't have time travel and it took time to mobilize the equipment and travel to the fire. Or wait, we need to hire psychics then we would have known to strip resources from the rest of the state and goto that one lightning strike by Lakeview and ignore the other 3299 strikes.

19 hours ago · Like · 7



○

Lila Lowery Until you want to get your happy feet home and attend those meetings then don't be dissing on those trying to protect the land and homes of folks. As a past Forest Service Employee I don't understand how some can produce such harsh words for those who are working their butts off. Yeah even those who are in charge, they have a lot of weight on thier shoulders too.

19 hours ago · Like · 10



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Tabitha Marie Hufford A. Lightening striking a tree and setting a fire IS indeed a natural disaster. Although I do agree with Jim's point on doing controlled brush burning to prevent fires from spreading so quickly. B. Do you have any idea how much it would cost to send a dozer to each strike?! Man power, fuel, time, not to mention thousands of roads for reason. Tell me Teresa, what should we do to fix this situation? You just seem so knowledgeable, why don't you come on back home and tell those extensively trained people how to wrap this thing up? I'm sure they'll get a good laugh out of it, like we are now.

18 hours ago · Like · 2



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Cassidy Minter Teresa, its not firefighters fault that there are fires there not waiting for it to get bigger so they get more money they cant just put it out so easily. I like to see you try.

18 hours ago · Like



Cassidy Minter AND if it werent for fighters fires would spread EVERYWHERE

18 hours ago · Like



o

Embajadora de Fuente this is Craig's team..

17 hours ago · Like



o

Mariyah Wafford Sounds like Xxxxxx has all the answers. I say we follow her lead and have her show "big government" how its done. The next spark is yours Xxxxxx - YOU get out there and set the example of how to quickly put out a fire before it gets out of control. While you're single handedly putting out this fire please provide the proof (not hearsay, nor made up rantings- feel free to scan some documents and post to facebook) of the items that lead you to believe the government benefits from letting these fires burn. If you can't provide proof then you should be quiet now, we've gotten your point, we hear you - now SHOW US.

16 hours ago · Like · 1



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Kevin Kaley Cousin Teresa!!!! I can not believe that a family member of mine (one that I do not claim after this) can put stupid sh__ like this on here. It might just be me (or common sense that apparently you do not have) but I would not bash the people that are working 16 -18 hours a day to save your house and property. Do you realize how many of them have facebook on thier phone and may be reading this tonight before they crash for a couple of hours?? If it was me reading this after a long day of protecting your house, I would be protecting the next house over tomorrow. It is like biting the hand that feeds you. As far as you knowing that land like the back of you hand -- BS!!!! You are from Redmond for God sake. The terrain is a lot different. Now as for me -- I grew up there!!! I spent 31 years of my life there hunting, fishing, and logging the same country that is on fire. You have no idea how rugged, steep, and rocky this county is!!! If you haven't figured it out yet I am pissed cuz!!!! If you are so worried about it get you a__ back home and help your teenage kids protect you property. Money is not everything Teresa!!! Bring your big dozer and show them how to push this fire back on its self. OH wait --- I just remembered --- You have been running that dozer for what may be a year. And on basically flat ground on a pipe line job???? I have ran dozer for going on 12 years logging and building logging roads and I would not want to be in the country they are in. You should be giving them all the thanks you can muster out of your big mouth instead of bashing them like you are doing!!! OK I am done venting for now but be careful - I may reload!!!!!!

15 hours ago · Like · 13



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Kevin Kaley Xxxxxx - You should talk to your employer and see if they could set up some NIMS 100 and 700 training for you and everyone you work with. These courses would explain why the "DEEP POCKET" management boys do what they do. Until then do not bash them!!!! Sorry - That was a miss fire!!!

14 hours ago · Like · 4



Becca L. Hosner My husband & his crew have been busting their butts working 16 hr days for last past 9 days. They barely have time to call their kids to say 'I love you' after they eat, bathe & sleep. I pray that your home and family remain safe and I hope you feel the same about men & women protecting your stuff.

13 hours ago · Like · 2



Diana Bucher Justin, she has missed a lot of points.

13 hours ago · Like · 1



Diana Bucher Thank you Kevin:-)

12 hours ago · Like



Bonnie Nelson I think this page was intended on keeping people posted on what is goin on out on this fire not for people to talk shit about what they really dont know my bf has been on this fire for a week busting his ass to save ur house so please be a little nicer because people are on here wanting to know how its goin when they dont get to talk to therr loved ones everyday thay arr fighting this fire for everyones safety

10 hours ago · Like · 1



Patricia Crawford Moritz @Teresa-My son is fighting YOUR fire...and you may not be sounding grateful, but I am pretty sure you are welcome! Gotta ask him between his breaks and hackysack playin'! WOW!

8 hours ago · Like · 1



Nicole Sabin Teresa, you have been cruel your words. You have made claims that because people do not agree with you then they are "blinded", have no guts or honesty. So do you also complain with such wrath at God for this act of nature created by him which started the fire? You say that firefighters took the job so basically deal with the consequences of it. Well you live in a part of Oregon prone to wild fires so does that mean you need to deal with it and not complain, it was your choice to live there? You make a comment that Firefighters do this because of the money, or because its in their blood. Well if bravery, willingness to stand in front of a all powerful fire racing at them comes in their blood then you might be

right. What's in your blood? It doesn't appear good and loving. Do you smite structural firefighters when a home burns to the ground? I think you are full of hypocrisy and if not for the shelter of the internet, would be a more compassion person. If it were my home, and it has been before, I would get there as fast as I can and help. I am simply offended after seeing countless men and women sleeping less than 5 hours a night, eating one meal a day for 9 days in a row that you would say that they are sitting around playing hackey sack. Management and those below take each fire serious and take the stress on themselves and have to live with the aftermath. I dont think this is done lightly by any. My heart pains for your lack of compassion. There is a time and a place for everything to be heard effectively and objectively. With that said, I will add you to my prayers, along with all those firefighters.

8 hours ago · Like · 2



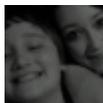
Patricia Crawford Moritz To the families of the Wildland Fire Fighters...hang in there! I am glad there is a place we can track their progress, since we rarely get to talk to them! Guys....stay safe, we love you and miss you and are VERY proud of the dedication you show in your work!

This is the end of the comments we pulled out of the conversation. There were a few more posts but none from Theresa. The following comments were in response to posting our “policy statement.”



Steve Willer Sorry to read that will all the challenges you guys have to face with fighting fires in very difficult conditions, that some people think you can just waive some kind of magic wand and put the fire out.

Yesterday at 10:18am · Like · 15



Sherry Emery LaSota We appreciate everything the firefighters have done to protect our cabin on Renner Lake. They put their life in danger for our home. Thank you!!

22 hours ago · Like · 15



Lorissa Soriano Is the power going to be shut off in Alturas at any time?

18 hours ago · Like



Barry Point ORFire [Lorissa Soriano](#) The fire is a significant distance from Alturas at this time so no, there are no issues with power and we don't expect any though we reevaluate every day and we are in contact with the power companies.

17 hours ago · Like



[Vicki Bahrs](#) Bless you all!

15 hours ago via mobile · Like · [1](#)



[Don White](#) THANK YOU for all your work. Just saw a satellite photo of the fire on CNN this morning. We're praying for all your brave men & women, and those who live in the area.

4 hours ago · Like · [1](#)



[Karen Sundet Payne](#) This is my home town and I was raised on Westside. So many friends and relatives still there and to have to experience this is heartbreaking. We went thru this at our home in Montgomery, Texas last year and we got within 15 ft of the fire taking our home. My heart goes out to all and many prayers sent your way.

2 hours ago · Like



[Karen Sundet Payne](#) To all the firefighters and volunteers and all that are working to get this fire out thanks you isn't enough. You are a great bunch of people with an extra talent and knowledge of how to fight these fires. Thanks again and God Bless each of you.

2 hours ago · Like · [1](#)

Conclusion: Reflections from that situation:

It's funny, but in the heat of the moment it didn't seem as simple as it does looking back!! I remember when the first comment appeared from Theresa and Brie Magee, another PIO, read it to me. We all sort of said "Wow, that was nasty." and we talked about answering, but didn't. Many more comments came. After one, I don't remember which one, but it was factually wrong about how we fight fire, so I thought it was an opportunity to at least answer and say something, so I drafted a sort of generic answer about how we manage large fires and worked in a few things that referred to her earlier comments but didn't address her directly, but still, we didn't send it. We were still thinking about it. Some of the PIO's were getting a bit worried about where this would go, were unhappy that it was happening and thought we should respond.

I was thinking maybe we should also but then, tried to get a bit more strategic and said something like, "We knew this would happen at some point. We know that it's what PIOs and agency leaders worry about. But let's see this as an opportunity to figure this out and learn from it. So let's just think about it. We know the community polices itself - I have always believed that, so let see." And Brie said, "I don't think we have to do anything. These people are totally trashing her!" And the longer we waited, the more people piled on; it was obvious she was hurting herself. We didn't have to do a thing.

Then we had the discussion about when enough is enough - it went on so long that we wondered if it would stop and what damage was being done. We have the added responsibility of ensuring that we hold to our federal guidelines. One good thing is that comments on Facebook do not show unless you click the "comments" area below a post. So there was some relief in knowing that it wasn't out there all over the page for everyone to read. Rather, it was sort of hidden and confined to a certain group of responders.

I read her comments and while they were nasty, mean and misguided, they were not defamatory or racist or any of the other things. She was mostly venting about one issue: that we were only in it for the money and that we were managing it so that we could make a lot of money - therefore it was in our best interest to let it get big. That's not an uncommon opinion; we've all heard it before, just not so unrelentingly. And I knew blocking someone can open a bigger can of worms, so you better be really sure. We got several private messages from people asking us to please block her. I thought, "well we need to let them know that we're not ignoring it" so I drafted the statement (listed above) that I hoped would give a subtle warning that there was a line we would not let her cross - but without addressing it directly to her. Besides, I felt it was something everyone should know.

I asked a friend, a professional in the Public Relations business, to give me her perspective on what she thought might have happened if we had blocked her, and these were her comments:

"First, the very use of social media presumes that a dialogue or sharing will result. You know that there will be good and bad posts, and when there are negative posts the best outcome is that other fans/friends will make your case or defend your perspective/policies, and that's exactly what happened in this case. Social media presumes transparency. If you were to have deleted the post, you would have inflamed the situation by: 1) Enforcing what negative poster said in her initial post and reiterated in several subsequent posts -- that the system was at fault as was less than responsive; 2) Encouraging her to keep posting thereby putting you in a situation of worrying more about her posts and whether to delete them again and again versus worrying about the things on which you should be focused; 3) Deterring your defenders from posting all of that great information about the tasks and issues at hand.

From what I can tell you did everything right. You let the conversation unfold, you endeared many to your cause, you allowed your friends/fans to take on the hater and you educated many along the way. About the only thing you might have considered doing was learning a bit more about Ms. Greene so that you could better understand where she was coming from on all of these angry posts."

In the end, I think the whole exchange was actually beneficial. I think the community came together over her comments and once the positive thank you's started flowing, it's was all really good stuff. I think we reached a tipping point - on the page at least, where it became positive for us and the firefighter, despite the continued growth of the fire. We learned a lot about what could happen and I got my belief reaffirmed

that the community would balance things out. I think it will be a very powerful tool for agency leaders and others who hesitate because they worry about exchanges like this.

In reflection, it wasn't easy - mostly from an emotional aspect. You want to respond. You worry about where it will go and what damage letting it go might do. Then there is the damage from stamping it out. So you try to juggle it, knowing that the decision will have a long-term effect and is important, and realizing you only have one shot to get it right. There is additional pressure from knowing this will affect the future relationship between the agency you've been hired to work for and their community; compounded by the fact that they didn't ask for the social media to be done - we just did it. And they would likely (if it went badly) blame it on SM and our team, potentially harming every team's ability to ever engage with social media again, anywhere. The repercussions were enormous. That load felt a bit heavy.

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