



TRANSFORMING THE BUFFING  
EXPERIENCE WITH TECHNOLOGY

@ianduke\_exe

**STILL DON'T HAVE A  
WEBSITE?**

# EVERY CLUB SHOULD HAVE A WEB PRESENCE

- Create a free website in minutes with [wix.com](http://wix.com) or [carrd.co](http://carrd.co)
- You could also approach your department/town to add a page on their website
- USE IT TO RECRUIT!
  - Give clear instructions on where/when you meet, and how applicants can apply

# IFBA MEMBERS USING WORDPRESS

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SPAAMFAA

OFBA

GTMAA

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Tacoma

Indianapolis

Box 55 Nashville

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Moline

M.E.S.S. Chicago

Providence Citywide

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# WHAT IS WORDPRESS?

- A content management system.
- Allows creation of new pages & posts without typing code.
- Easily manage users: Add/remove Admins, Editors, Contributors, Commenters.
- Scalable: Many plugins available to expand functionality.
- Popular: 30% of the world's websites run WordPress.
- Alternatives to WordPress include [Joomla](#) and [Drupal](#)

## SOCIAL APPS THAT MEMBERS USE

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 instagram

 snapchat

 youtube

 messenger

 twitter

 periscope

 zello

 facebook

# THE RISE OF INSTAGRAM

- Instagram is the dominant image sharing social network
- Platform is owned by Facebook
- 800+ million users; younger demographic
- Easily integrates with other platforms:
  - Images can be automatically cross-posted onto FB/Twitter
- Recent case study:
  - [Fire Apparatus Journal](#) created account January 2018
  - Posts/shares avg of 1 photo every 3 days
  - Currently at ~1,195 followers
  - Average of 5.6 new followers/day



Instagram

Search



intfirebuff

Following



...

3 posts

16 followers

44 following

Int'l Fire Buff Associates

Est. 1953

[www.ifba.org](http://www.ifba.org)

Followed by [tomluthi](#)



Conventio...

POSTS

TAGGED





THE MOST POPULAR IFBA CLUB ON INSTAGRAM

~7,500 FOLLOWERS

## CASE STUDY

- Chief Miller
- Shares/reposts content with hashtag  
#chiefmiller
- Feed content is 100% user-driven
- 185,000 followers 😱

# INCREASE YOUR SUBMISSIONS & VISIBILITY

- Promote the use of a distinct hashtag
- Allow users to easily tag content with minimal effort
- Re-posting can be automated (some monitoring for quality/spam required)
- Hashtag Ideas:
  - #intfirebuff
  - #WeAreRehabAndMore
  - #WeAreTheIFBA

# BUFF-FRIENDLY HASHTAGS

 **Boston Sparks Assn.**  
@BostonSparks

[Follow](#) ▾

#ServingThoseWhoServeUs  
#WeAreRehabAndMore  
@INTFIREBUFF

**Boston Fire Dept.**  @BostonFire  
Thank you W-25 & @BostonSparks A-10 for providing much needed relief in these hot & humid weather conditions.

11:45 AM - 16 Aug 2018

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3 Retweets 13 Likes

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  3  13 

# APPS ARE TRANSFORMING THE BUFFING EXPERIENCE

- See examples: Periscope, Citizen app, Scanner app, Broadcastify.com
- In NYC/SF, one app is already replacing traditional paging services (i.e. 1RWN, IPN):
  - [https://i.citizen.com/-LDEKS\\_95SXcucHb9\\_5Y](https://i.citizen.com/-LDEKS_95SXcucHb9_5Y)
  - <https://i.citizen.com/-LEQSI1-XBXZfKNFdDIO>
  - [https://i.citizen.com/-LDZm3t\\_Dge\\_pMasT7tF](https://i.citizen.com/-LDZm3t_Dge_pMasT7tF)

# CLUBS MUST BE FLEXIBLE & WILLING TO ADAPT

- Social media platforms come and go, clubs must shift their outreach & recruiting strategy along with them
- Teens are abandoning Facebook in dramatic numbers, study finds
- Facebook predicted to lose 2.1 million American users under 25 this year
- Remember MySpace?

# SOLIDIFY YOUR ONLINE BRAND

- Use of consistent handle across all social media accounts
  - @INTFIREBUFF
  - @IFBA
  - @INTERNATIONALFIREBUFFASSOCIATES
- Promote use of 'our own' distinct hashtag when clubs or members post + share content
- Seek verified account status for FB page
  - Needs: provide Facebook with articles of incorporation

# VERIFIED AS AUTHENTIC

Box 55 Association



Box 55  
Association

[Home](#)

[Donate to Box 55](#)



# **IFBA TECHNOLOGY ROADMAP**

Areas where technology is currently used, or could be used.

1. Marketing
2. New club applications
3. Electronic payments
4. Convention info & registration
5. Document control
6. Turn-out magazine
7. Board meetings & AGM
8. General productivity

# 1. MARKETING

The bulk of our technological efforts should be focused on growth/awareness to strengthen our organisation & hobby.

We also know of many digital marketplaces frequented by buffs (e.g. social media sites, forums, apps) that can be leveraged for this purpose.

The popularity of firematic & buff-related content on these digital platforms illustrates the broad appeal that our hobby continues to enjoy.

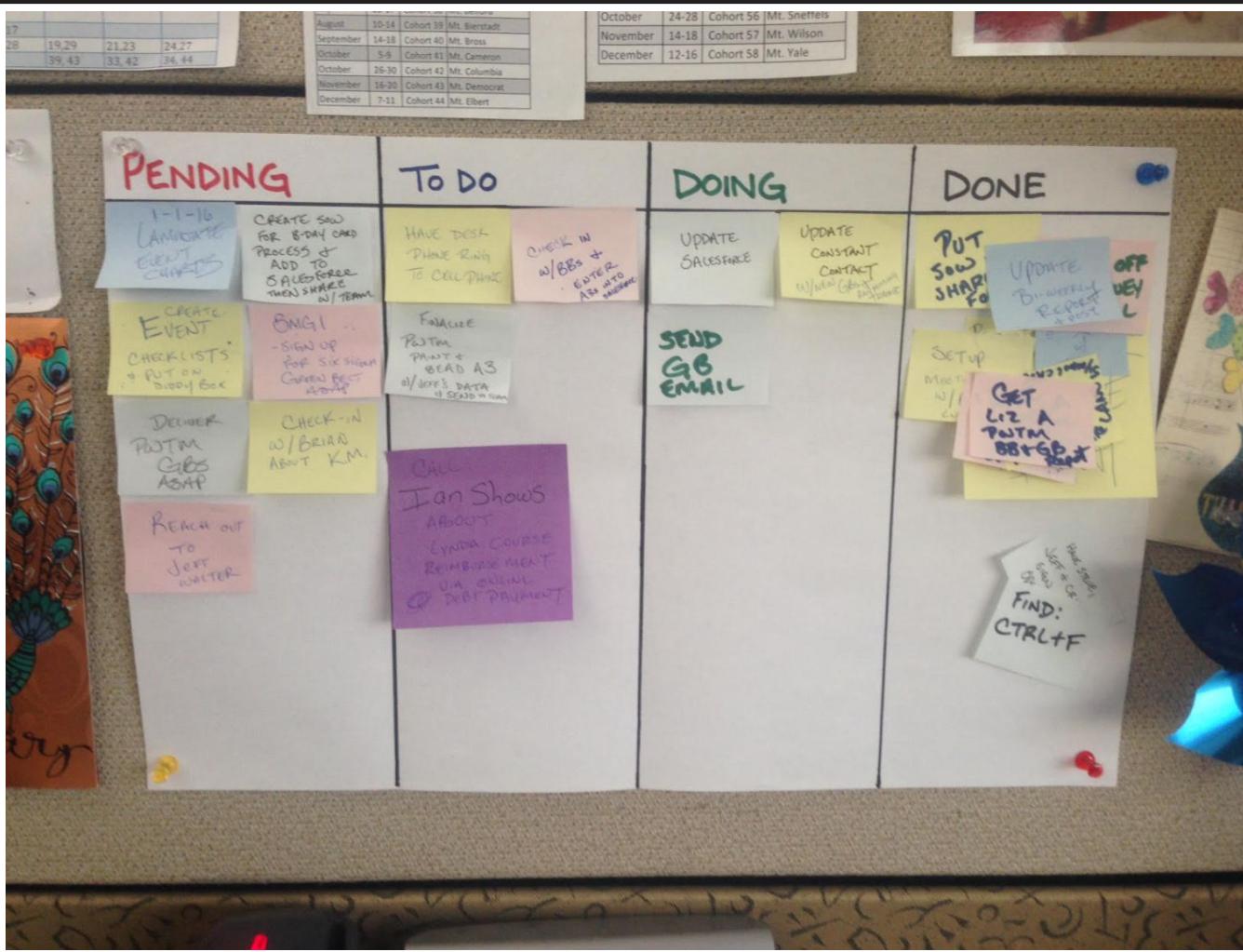
## 2. NEW CLUB APPLICATIONS

In our digital era, people increasingly expect near instantaneous communication & responsiveness.

Presently, applicants can wait up to 11 months to be voted in.

Can we improve the "customer experience" of applying for IFBA membership by incorporating new digital tools?

# ONE POSSIBILITY IS A DIGITAL KANBAN BOARD



# TRELLO.COM

Stakeholders can view & update the status of each card at any given point in time.

The screenshot shows a Trello board titled "IFBA". The board has four columns:

- Prospective Members**: Contains cards for "Region 6" (Box 911 Club), "XYZ Fire Canteen Inc.", and "ABC123 Fire Battalion". It also has a placeholder "Add a card...".
- Require Vetting**: Contains a card for "Region 10" (Laval - Region 10 (Steve)). It has a placeholder "Add a card...".
- Awaiting Paperwork**: Contains a card for "Region 10" (Box 690 - Region 10 (Steve)). It has a placeholder "Add a card...".
- Paperwork Completed**: Contains cards for "Payment ✓" (Metro Richmond Flying Squad) and "Region 11" (South Florida REST). It also contains a card for "Need Payment" (CAN234 Buffs) and a placeholder "Add a card...".

The top navigation bar includes links for "Boards", "Personal", "Private", and "Show Menu". The address bar shows a secure connection to https://trello.com/b/Yqr0Wj6Q/ifba.

### 3. ELECTRONIC PAYMENTS

Electronic payment of annual dues is a perfect example of a digital enhancement we've introduced.

Going forward, we should encourage electronic payments for annual convention registration.

## 4. CONVENTION INFO & REGISTRATION

Websites & email have become the de facto means of disseminating & sharing all convention-related information.

Therefore, it is essential that all host clubs maintain an active online presence leading up to our annual convention.

## 5. DOCUMENT CONTROL

Having a central, organized, & accessible repository of files (Constitution/Bylaws) would allow everyone to be on the same page re: latest changes to approved documents.

This includes:

- Proposed changes/amendments
- Goals & objectives
- Necrology
- Job descriptions

## 6. TURN-OUT MAGAZINE

Entirely electronic production & distribution.

Producing Turn-Out with modern, up-to-date desktop publishing software enhances our ability to obtain outside help & expertise when required.

Indy Publishing Group continues to do a phenomenal job 

## 7. BOARD MEETING & AGM

Technology could be utilized to allow proxy voting.

Video conferencing tools could enhance our communication outside of our regular Spring & convention-time meetings.

Officer reports, proposed amendments, & minutes are presently distributed via email.

We could examine improving the accessibility of meeting documents (see document control).

## 8. GENERAL PRODUCTIVITY

Let's drive the productivity of our meetings, events & exchange of ideas by leveraging modern technology.

A curated list of productivity tools could help those less technically-inclined. For example:

- Google [Hangouts](#) video conferencing
- Google [Docs](#), Google [Drive](#) cloud storage
- [Dropbox](#) cloud storage
- Event registration, check-in, promotion:
  - [Tito](#)
  - [Meetup](#)
  - [Eventbright](#)

# **OTHER EXCITING PLANS**

# ELECTRONIC CANTEEN QUESTIONNAIRE

# COMING SOON

AN IFBA APP TO HELP YOU FIND THE NEAREST CLUB  
MAYBE EVEN A CONVENTION APP?

# CHEATSHEET WITH OUR IFBA SOCIAL SITES

- Links to access all official IFBA accounts
- Include other popular tools, platforms, apps, resources frequently used by buffs

# TEACHING CLUBS

Let's help teach IFBA members & clubs how to use all available social media sites.

- Offer pre-recorded tutorials with walkthroughs of basics
  - How to create an account
  - Customise account with logos, headers, photos
  - How to share + post content
  - Basic workflows
- Brief: ideally no more than 4 - 5 minutes each
- Similar content already exists on YouTube & Lynda.com, but we can tailor each video with a buff or canteen-related example

# INSTAGRAM TUTORIAL: CREATING AN ACCOUNT

<https://www.youtube.com/watch?v=pnZK9lgdZ-Q>

## RECOMMENDED READING

Does Social Media Belong in Today's Fire Service?

## CONTACT INFO

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## IFBA ON SOCIAL MEDIA

 @intfirebuff

 intfirebuff

 [fb.com/intfirebuff](https://fb.com/intfirebuff)