

FOREST FIRE LOOKOUT ASSOCIATION Social Media Committee



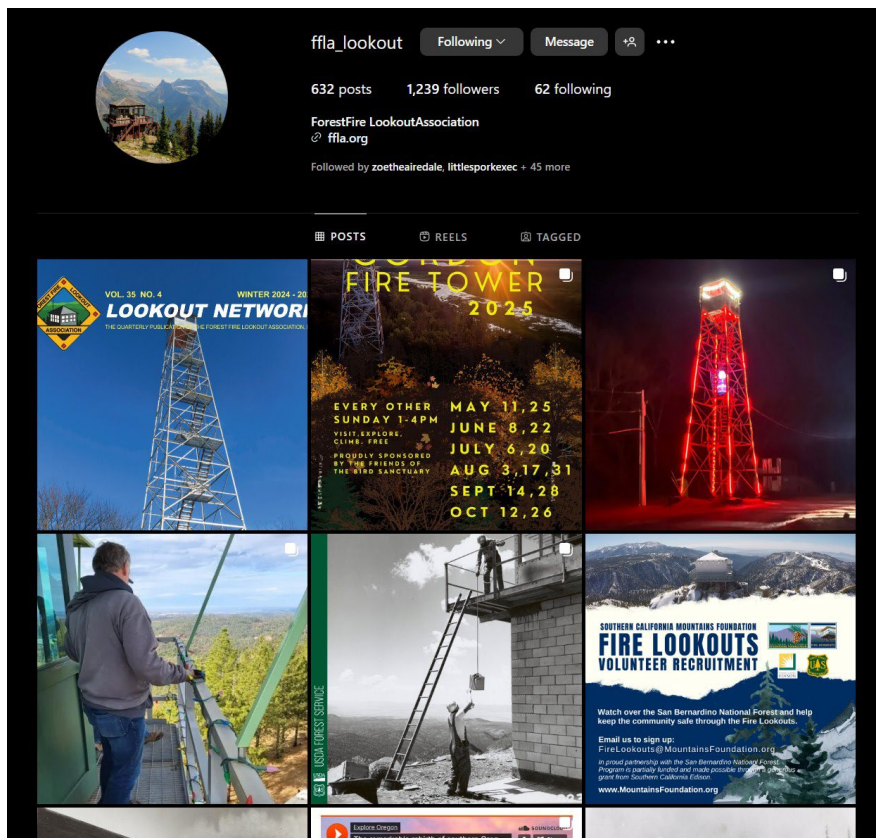
2024 Year-End Report

CURRENT COMMITTEE:

Kyle Stetler, Samsara Chapman, Nick Weber

PROJECTS AND ACTIVITIES:

- The FFLA Facebook page has approximately 10,600 followers as of December 2024.
- Facebook continues to generate traffic to the webpage and numerous requests for information are received. Those requests are typically for assistance finding employment as a lookout, how to list a lookout on the NHLR, or questions about renting a lookout.
- We continue joint posting on our Instagram account and many of the posts generate nearly the same number of likes as the Facebook page, proportionally making them very successful. The number of Instagram followers now is above 1200, a doubling from last year.



- Successfully developed and completed another photo contest that was then used to develop a 2025 FFLA Calendar (Samsara). In 2025 we may explore other options besides Zazzle but the number of people purchasing the calendars does continue to increase.

FUTURE TASKS:

- *New website nearing completion* – Coordination has been ongoing with Webmaster, Treasurer, and webpage develop to continue development and transition to the new website that supports multiple viewing platforms and links to social media. The new website will also be streamlined and simplified to reduce duplication.
 - Ongoing themes for discussion – Combine and embed NHLR and FFLOS to new site. Domain issues need to be considered.
 - Along these lines, explore development of one master geospatially oriented database combing all relevant sources of lookout information into one data stream.
- Continue to monitor the extent to which Facebook is helping increase membership and visibility. It is unclear if people just like to see pretty lookout pictures rather than contribute to the mission.
 - Could develop an “FFLA FB Group” that would only allow members to be accepted too. We could post some of the Lookout Network stories or other special content there.
- Develop an emailed newsletter or short update to supplement The Lookout Network.

Respectfully submitted,

Kyle Stetler

Co-Social Media Coordinator