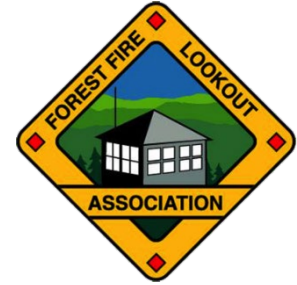


FOREST FIRE LOOKOUT ASSOCIATION

Social Media Committee



2023 Year-End Report

CURRENT COMMITTEE:

Kyle Stetler, Samsara Chapman, Nick Weber

PROJECTS AND ACTIVITIES:

- The FFLA Facebook page crossed over 6700 likes as of December 2023.
- 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 or how to list a lookout on the NHLR.
- 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. This is also impressive considering we only have 865 followers.



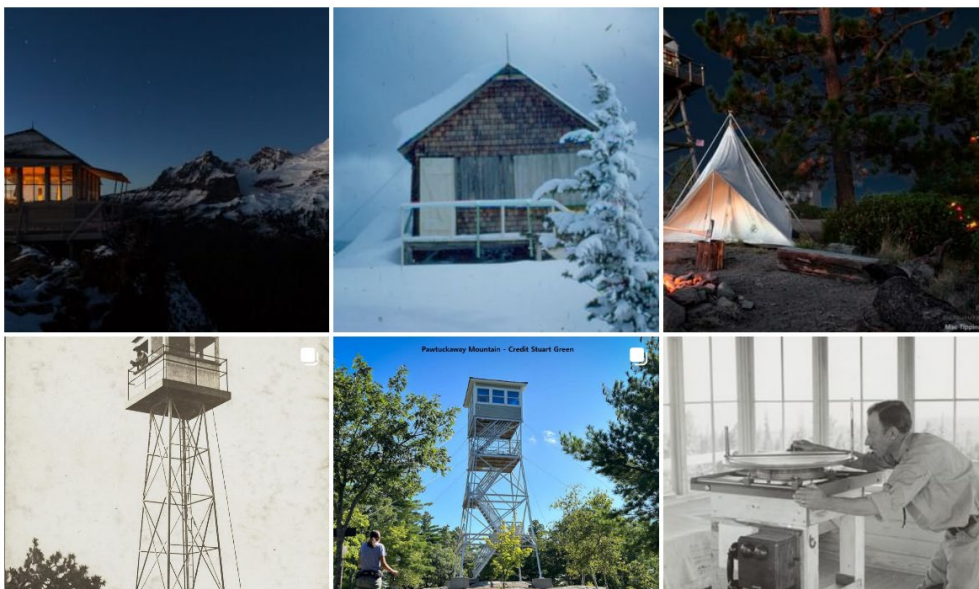
ffla_lookout Follow Message ...

421 posts 865 followers 42 following

ForestFire LookoutAssociation

ffla.org

POSTS TAGGED



- Successfully developed and completed another photo contest that was then used to develop a 2024 FFLA Calendar (Samsara).

FUTURE TASKS:

- 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