



Social Media And Smoke from Wildfires

Ann Hobbs

Placer County Air Pollution Control District

May 13, 2015, CARPA/IASC Workshop



OVERVIEW

- When Social Media Outreach Began
- Social Media Currently Used
- Information Posted
- Interesting Points
- Final Thoughts and Questions



2013/2014 WILDFIRE SMOKE IMPACTS

- American Fire – Placer County – 27,440 acres
- Rim Fire – Tuolumne/Mariposa Counties – 257,314 acres
- King Fire – Eldorado/Placer Counties - 97,717 acres
 - Mostly smoke fires
 - Widespread smoke in California and Nevada
 - Affected outdoor activities and events
 - Canceled or modified vacations
 - Affected schools



SOCIAL MEDIA IN USE

Most prominently used

- Facebook
 - Blogging
 - Tweets on Twitter
- ## Possible Uses

- Instagram
- Periscope (Twitter live-streaming app)
- Google+
- Tumblr



FACEBOOK

The screenshot shows the Facebook interface for the 'KING FIRE Community' page. The page cover features a background image of a forest fire at night. The profile picture is a square image of white clouds against a blue sky. The page name 'KING FIRE Community' is prominently displayed. Navigation tabs include 'Timeline', 'About', 'Photos', 'Likes', and 'Videos'. A 'Like' button is visible with the text '31k people like this' and 'Jason Branz and 17 other friends'. The 'ABOUT' section contains information about the page's purpose: 'Official King Fire information assembled by the Public Information Officers with the Incident Management Teams assigned to the fire.' and a URL: 'http://inciweb.nwcg.gov/'. The 'PHOTOS' section shows a row of three landscape photos of a forest. The main content area shows a post from 'KING FIRE' dated '7 October 2014', which is a text-based announcement regarding the end of updates from the California Incident Management Team 1 and provides links to the King Fire and King Post-Fire BAER Inciweb pages.

KING FIRE Community

Like Follow Message

Timeline About Photos Likes Videos

31k people like this
Jason Branz and 17 other friends

Invite friends to like this Page

ABOUT

- Official King Fire information assembled by the Public Information Officers with the Incident Management Teams assigned to the fire.
- <http://inciweb.nwcg.gov/>

PHOTOS

Post Photo/Video

Write something...

Post

KING FIRE
7 October 2014 · Edited

The California Incident Management Team 1 will no longer be updating this page after today (Oct 7), but lots of information is still to be had regarding the ongoing post-fire recovery. Sources for information:

King Fire Inciweb: <http://inciweb.nwcg.gov/incident/4108/>

King Post-Fire BAER Inciweb: [http://inciweb.nwcg.gov/incident/4126/...](http://inciweb.nwcg.gov/incident/4126/)
See More

CALIFORNIA SMOKE BLOG

California Smoke Information

This site is a voluntary effort by city, county, state, tribal and/or federal agencies to coordinate and aggregate information for California communities affected by wildfire smoke.

Home

Satellite Imagery

Mapping, Webcams & Air Quality Info

Air Quality Descriptions

Friday, October 10, 2014 - Dog Rock Fire and Applegate fire - no further impacts likely

Shorter days, cooler and longer nights mean that fires (and their smoke plumes) have shorter "burn period" in which to gain momentum even in drought years like this. This physical limitation, combined with very successful suppression efforts in the past few days have limited emissions and smoke impacts from both the Applegate and the Dog Rock Fires (see HMS for Oct 8 and 9, below).

Barring some unexpected increase in fire activity, no further smoke impacts are likely from these fires.

Oct 8, 2014: Satellite-observed Smoke over California



FIRE INFORMATION

CAL FIRE Current Incidents

Inciweb - Federal Incidents in California

Fire Tracker (by 89.3 KPCC)

YubaNet - Fire News

California Webcams

Caltrans - Road Information - Quick Map

CALIFORNIA AIR DISTRICTS

Amador County APCD

Bay Area AQMD

Butte County AQMD

Calaveras County APCD

Eastern Kern County APCD

El Dorado County AQMD

Great Basin Unified APCD

Mariposa County APCD

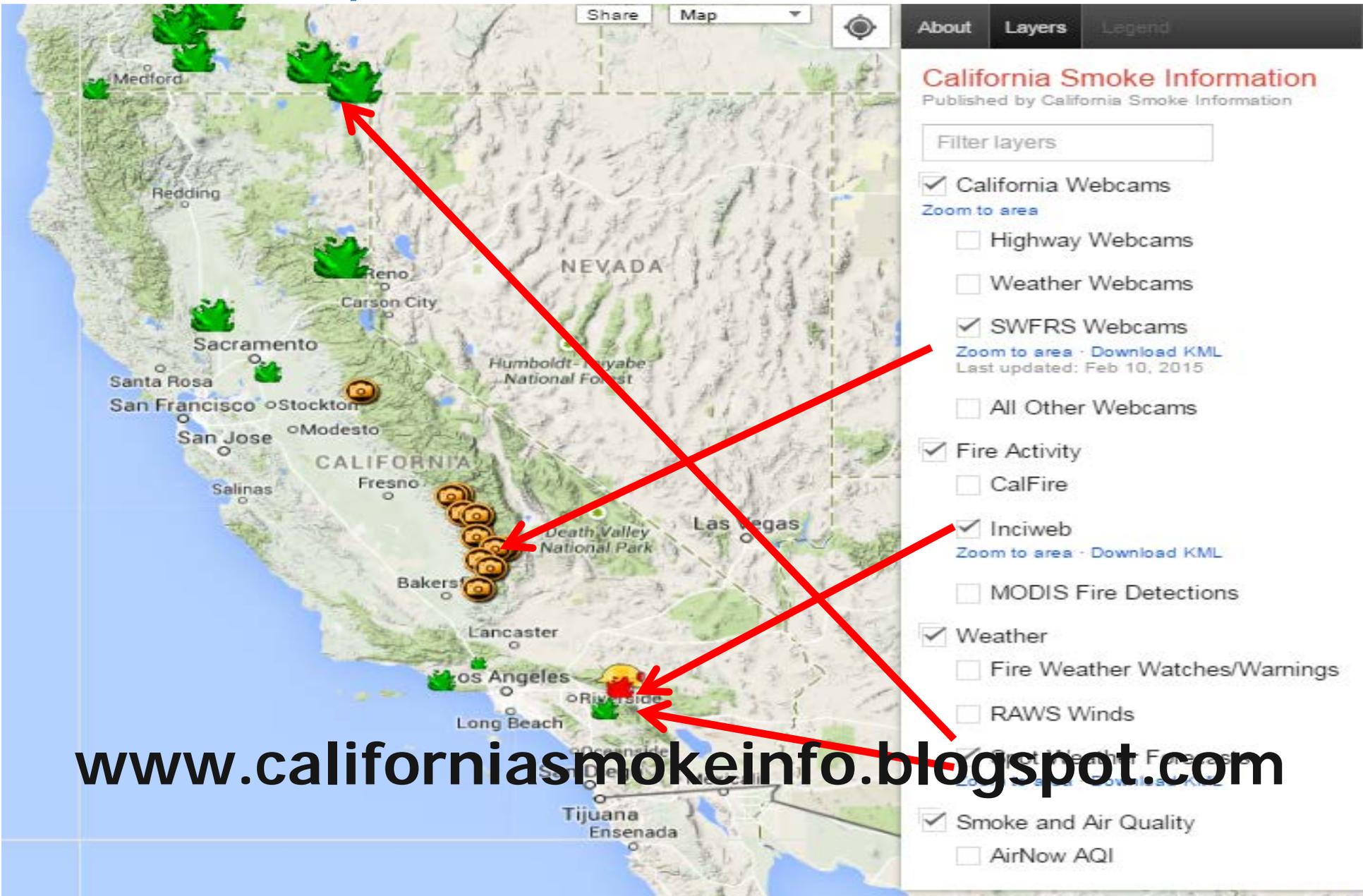
Monterey Bay Unified APCD

North Coast AQMD

Northern Sierra AQMD

Placer County APCD

MAPPING, WEBCAMS AND AIR QUALITY



9/23 King Fire AQ Monitoring Map (with afternoon MODIS visible satellite overlay, Tahoe Area)



ANOTHER SMOKE BLOG

Washington Smoke Information

[HOME](#)[AIR QUALITY NOW](#)[SMOKE AND HEALTH](#)[WHERE'S THE FIRE?](#)[LOCAL GOV](#)[WEBCAMS](#)[AIR QUALITY FORECASTING](#)

TUESDAY, APRIL 21, 2015

Smoke from.....Siberia???

Have you noticed a bit of haze in the air and some really nice sunsets the last few days? Apparently it's smoke coming all the way from Siberia. Cliff Mass at the University of Washington provides a nice summary of what's happening:

<http://cliffmass.blogspot.com/2015/04/siberian-smoke-reaches-northwest.html>

More discussion plus some **amazing** photos here:

<http://www.komonews.com/weather/blogs/scott/Smoke-from-Siberian-wildfires-turns-Northwestern-sunsets-a-fiery-red-300586451.html>

And the "Smog Blog" discusses it in the April 19th post.

<http://alg.umbc.edu/usaq/>

No comments:

Posted by JLPeterson FS at 4/21/2015 10:03:00 AM



Recommend this on Google

WE WANT TO HEAR FROM YOU!

We encourage you to post comments and questions on this blog so we can better serve you. To do so, click a link at the bottom of a blog post that may say "no comments:" if there are no previous comments/questions. That will take you to a comment box where you can let us know what you think.

OTHER LINKS

[NWCC Wildfires Blog](#)

[Washington Bum Bans](#)

[Oregon Smoke Blog](#)

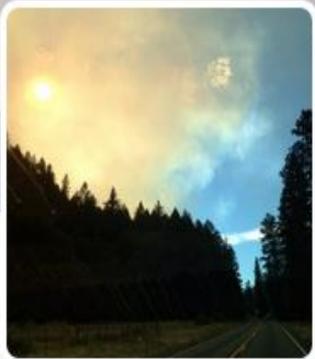
[Idaho Smoke Blog](#)

[California Smoke Blog](#)

NATIONAL WEATHER SERVICE WATCHES,
WARNINGS & ADVISORIES



TWITTER CA SMOKE BLOG 2014



CA Smoke Blog

@CASmokeBlog

californiasmokeinfo.blogspot.com



TWEETS 96 FOLLOWING 3 FOLLOWERS 42

Edit profile

Tweets Tweets & replies

 CA Smoke Blog @CASmokeBlog · Apr 20
Monday, April 20, 2015 Major wildfires in southern Siberia causing hazy skies in the western US. dlvr.it/9THwLC

↩ ↻ 2 ★ 3 ⋮

 CA Smoke Blog @CASmokeBlog · Jan 7
Wed. January 7, 2015 dlvr.it/82gKSw

↩ ↻ ★ ⋮

 CA Smoke Blog @CASmokeBlog · Oct 10
Friday, October 10, 2014 - Dog Rock Fire and Applegate fire - no further impacts likely dlvr.it/79JWb1

Who to follow · Refresh · View all

 Washington County,OR @... ×
[Follow](#)  Promoted

 Air Quality Control @MBU... ×
Followed by CA IMT 1 - FIR...
[Follow](#)

 Trinity County DOT @Trinit... ×
Followed by CA IMT 1 - FIR...
[Follow](#)

Find friends

Trends · Change

[#RedThumb](#)
Make the promise this Mother's Day...



FINAL THOUGHTS

- Wildfires closer to more populated areas seem to get more attention than more remote fires
- Correct information is important with decision makers.
- Maintain good working relationships
- Work on suggested changes/considerations on the California Wildfire Smoke Response Coordination through CARPA
- Continue to work with partners on collaborative language for not only wildfires but work which involves smoke, as in prescribed fire operations to minimize, smoke impacts on the public
- Continue to strive towards achieving and maintaining air quality standards while providing for opportunities to dispose of vegetation by burning where appropriate.



Questions