National Wildfire Coordinating Group

National Interagency Fire Center
3833 S Development Avenue
Boise, Idaho 83705-5354

MEMORDANDUM

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To: NWCG Committee Chairs
                Geographic Area Coordinating Group (GACG) Chairs
                National IC/AC Council Chair
                Geographic Area Training Representatives (GATRs) Chair

From: NWCG Chair

Date: July 27, 2012

Subject: NWCG Training Branch – Twitter Account

NWCG is pleased to announce that the NWCG Training Branch will be online with a Twitter account on July 25, 2012. The Training Branch has gained approval for the Twitter account through the BLM New Media Team and is following the BLM's online new media policy. The username is **@NWCGTrng_Quals**.

For those of you unfamiliar with Twitter, it is a free micro-blogging tool that allows account holders to send text-based posts of up to 140 characters, known as "tweets" to followers. The NWCG Training Branch will be focusing on posting time-sensitive information such as course updates and revision status, recently finished courses, publication releases for products such as the PMS310-1 Wildland Fire Qualification System Guide, and other hot topics. In accordance with the policy, these updates will also be posted to the Training Branch website at http://training.nwcg.gov/.

Twitter is a powerful and effective means for the Training Branch to communicate quickly and broadly, to share information, and interact with the wildland fire community. Sign up for a Twitter account through the website interface at www.twitter.com. You will receive an email requiring confirmation of your account before it can be used.

Here are some basic tips to assist you in using Twitter:
- After signing up for your account, you'll want to search for NWCG Training Branch.:
  - Type **NWCG Training Branch** into the **Search** box at the top of your Twitter homepage.
  - The results for your search will show up as the NWCG Logo under the **People tab** on the upper left side of the search results page.
  - Click on the **NWCG Logo** to go to the NWCG Training Branch's profile page.

- o Click on the **Follow** button in the NWCG Training Branch pop-up box and your Twitter account will start tracking the NWCG Training Branch Tweets.
- "**Following**" someone on Twitter means you are subscribing to their Tweets as a follower and their updates will appear in your Home page.
- The # followed by a word is a "**hashtag**." Hashtags provide ways to group and find topically related or conversationally related tweets. Clicking on the hashtag will take you to related discussions on the same topic. An example is clicking on #UTfire will bring up all Tweets about Utah wildfires.
- The @ sign is used to identify individual usernames in Tweets. When a username is preceded by the @ sign, it becomes a link to a Twitter profile. Clicking on the @username will take you to that individual's Twitter page.
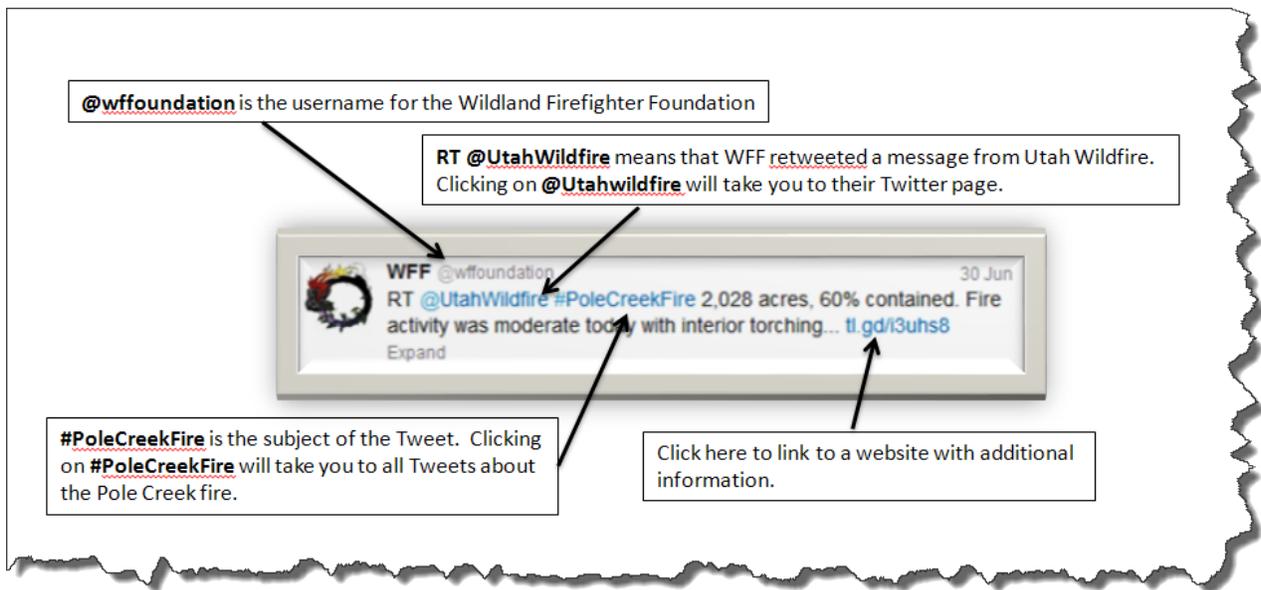- RT in a tweet stands for **Retweet**. A retweet is a re-posting of someone else's Tweet.

Figure 1: Reading a Twitter post

Your comments on this first-ever step by NWCG and the Training Branch are welcome and will be useful in determining continuation and possible expansion of Twitter use by NWCG. Please send comments to Woody Kessler at jkessler@blm.gov or 208-387-5796.

cc: NWCG Executive Board
    Program Management Unit (PMU)
    Budget Advisory Unit (BAU) Chair
    Roy Johnson, OWF Deputy Director
    Rod Bloms, OWF Program Analyst
    Brit Rosso, LLC Center Manager