

# Forestry and Wildland Fire Management

## *Social Media Request*

Last Updated: June 2019

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**Directions:** Answer the following questions and acquire appropriate signatures. Once complete, provide the Form to [Robyn.Broyles@bia.gov](mailto:Robyn.Broyles@bia.gov). Robyn will vet and work with the BIA Directors Office and Indian Affairs, Office of Public Affairs for approvals. Once approved, she will submit the Form through the online DOI Social Media Request Form and use the information provided to establish a BIA Fire Management page and provide content manager training to the unit's social media team.

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**Page Requesters First and Last Name:** \_\_\_\_\_

**Requestors Title:** \_\_\_\_\_

**Supervisor Name and approving signature:**

**Name of Regional Fire Management Officer/ Regional Director and approval signature:**

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**Unit Requesting BIA Forestry/Fire Management Account:** \_\_\_\_\_

**Unit Physical Address:** \_\_\_\_\_

**Unit's Phone #:** \_\_\_\_\_

Is this an interagency account?  Yes  No

If yes, list other agencies/ tribes that will be using account: \_\_\_\_\_

**Name of Primary Facebook Administrator:** \_\_\_\_\_

**Email Address of Primary Page Administrator:**

**Cell Phone # of Primary Admin (used to verify FB page once developed):** \_\_\_\_\_

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**Identify purpose of the account:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**Proposed account name and handle will be assigned by the BIA Forestry & Wildland Fire Management Social media Lead**

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**Proposed account bio:** (This is a short narrative describing the unit's fire management and forestry programs. Identify resources at the unit and the types of services the unit provides. Also include interagency partners the unit collaborate with)

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\_\_\_\_\_

**Identify key audiences page will target and monitor:** *(Identify local tribal audiences, local cooperators and other partner agencies that may already have Facebook accounts, which you will monitor)*

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**Provide a sample editorial calendar (separate attachment) for the first month:** *(This is a listing of what your first month of posts will be. At a minimum, this will be 4 posts, with an ideal range of 12 posts; 3x/week).*

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**There must be a social media team of at least 3 people per page. Please identify the Primary Administrator and at least 2 other account editors. They must have existing Facebook accounts.**

List the Primary Administrator's profile name as it appears on their personal accounts: \_\_\_\_\_

List other editor's profile names and email addresses:

- Name: \_\_\_\_\_ Email address: \_\_\_\_\_
- Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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In addition to providing the above info, please include the following files in separate email to [Robyn.Broyles@bia.gov](mailto:Robyn.Broyles@bia.gov)

- Unit Logo (jpeg)
- 5-10 pics and summary info about the pictures of Unit Fire Management Staff performing duties. *This will be used to populate the first few posts of the page*