



Training Firefighters to Avoid SMACS

SMACS – Social Media Assisted Career Suicide

Causes:

- Technology
- Psychology

Solution: resist temptation to write it off as a lack of common sense

1. Recognize problem as one of technology & psychology
2. Develop sound social media policy
3. Provide training for all members
 - Initial
 - Ongoing

Objectives for Firefighter Training

The firefighter will be able to:

- Define SMACS
- Identify the risks associated with SMACS
- State the two simple principles to avoid SMACS

Additional instructor theme: Encourage student to recognize the wisdom of avoiding social media problems

Objectives for Officer/Instructor Training

The Officer/Instructor will be able to:

- Define SMACS
- Identify the risks associated with SMACS
- State the two simple principles to avoid SMACS
- Identify the two major limitations on the fire department's ability to regulate social media usage, namely: First Amendment & Concerted Activities
- Identify the four key points to an effective social media policy