INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS

BRAND BOOK

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CONTENTS

INTRO

Brand Identity: Instant recognition through certain colors, images, and words.

Our brand is a promise. Our brand is also our organization's identity — the image we want to portray to the world — and is one of our most valuable assets. Although our visual brand identity is important, our brand is more than our logo. Our brand communicates our organization's personality and shapes our audience's perceptions of who we are. Our brand should project the expectations and promises we extend to our members in terms of quality, service, reliability, and trustworthiness.

A strong and compelling brand is essential. It is not a mental exercise or a marketing campaign. It is a vital component of our organization, and its strength and clarity directly impact our success in fulfilling our organization's mission.

How do you build a brand? Repetition. Brand value emerges by telling our story consistently. When an effective message is presented in a consistent and compelling way, the whole becomes greater than the sum of its parts.

This guide is designed to help maintain our union's brand identity in all forms of communication, and provides pertinent specifications needed to maintain the integrity of the IAFF brand.

To organize all fire fighters and emergency medical or rescue workers;

To secure just compensation for their services and equitable settlement of their grievances;

To promote as safe and healthy a working environment for fire fighters as is possible through modern technology;

To promote the establishment of just and reasonable working conditions;

To place the members of the Association on a higher plane of skill and efficiency;

To promote harmonious relations between fire fighters and their employers;

To encourage the formation of local unions, state, and provincial associations and joint councils;

To encourage the formation of sick and death benefit funds;

To promote the research and treatment of burns and other related health problems common to fire fighters;

To encourage the establishment of schools of instruction for imparting knowledge of modern and improved methods of firefighting and prevention; and

To cultivate friendship and fellowship among its members.

MISSION

LOGO

The IAFF logo is an important graphic element and must be used consistently and appropriately — variations can undermine and compromise the branding.

Always use master artwork (original high resolution or vector graphic files) when reproducing any logo design. It should never be recreated under any circumstances.

High-resolution graphic files of the official IAFF logos are available to download at **IAFF.org/logos**.

Primary IAFF logo

This should be the primary logo used in most forms of communication.

Make sure that text or other design elements do not encroach on the logo. Clear space should be maintained around the logo, as shown to the right.

The minimum size of the logo should measure no less than 0.5" in height.

x is equal to half the height of the letter "I" in the logo.

x

0.5"

x

x

x

Flat gold and black logo

Flat red and black logo

Flat black and white logo

U.S. and Canada logo

In black and white applications, use the flat black and white logo. In one color applications, such as decals, use the flat gold and black logo or flat red and black logo.

LOGO DESIGN GUIDELINES

1 Avoid changing the orientation of the logo

2 Do not attempt to recreate the logo

3 Keep the colors of the logo consistent with brand

4 Do not scale or stretch the logo unproportionately

5 Avoid altering words or forms within the logo

6 Do not add a stroke or effects to the logo

7 Do not add elements on top of the logo

8 Refrain from using any old or unapproved versions of the logo

9 Avoid placing the logo on a busy background/photo

IAFF LOGOS

The following logos are all official IAFF logos used by the IAFF in addition to the five primary logos shown in Section 2.0.

IAFF

IAFF U.S. and Canada

IAFF Alumni

IAFF Breast Cancer Awareness

IAFF Canada

IAFF Foundation

IAFF Pride

Disaster Relief

Education and Training — PEP

Financial Corporation

Fire Ground Survival

FIRE OPS

Hazmat

Human Relations Committee

Line-of-Duty Death

Line-of-Duty Death — U.S. & Canada

Motorcycle Group

Peer Fitness Trainer Program

Peer Support Training Program

Wellness-Fitness Initiative

LOCAL LOGOS

Here are a few examples of customized IAFF logos for locals. Avoid including complicated shapes and imagery in logos that will make them hard to be printed at small sizes. Make sure any text in the logos is still legible when scaled down to the minimum size. The flat red and black or flat gold and black IAFF logos may be used as well as the primary IAFF logo. The preferred fonts are Helvetica Bold Condensed and Superclarendon.

LOGO POLICY

The IAFF restricts the use of the IAFF logo as stated in the following policy:

The IAFF logo is the property of the IAFF. It is protected by a registered trademark. **Only IAFF affiliates have permission to use the IAFF logo for "official" union purposes (business cards, letterhead, and clothing apparel produced for your respective local only) without prior approval from the IAFF Executive Board.**

Approval by the IAFF is required for all persons, vendors, businesses, IAFF affiliates, and other entities seeking approval for the use of the logo.

Applicants must complete a logo application, accompanied by samples of the product or products to bear the IAFF logo, along with a letter of support from an IAFF affiliate president. Products approved for a license to display the logo must be union made or, when union products are not available, must be made in the United States or Canada. Contact the IAFF at (202) 824-8630 for a logo application or visit **IAFF.org/logos**.

The right to use the IAFF logo is revocable, and can be terminated in the event of misuse or violation of the IAFF logo policy as determined by the IAFF, or any other breach of the guidelines below.

The IAFF recognizes that many affiliates have their own logo. The intention of this policy is not to require affiliates to replace their own local/state/provincial logo. The guidelines are intended to maintain a consistent and uniform appearance for the IAFF logo.

Users of the IAFF logo are therefore required to comply with these guidelines.

Reproduction of the logo in other than the designated colors is permitted for certain applications, such as apparel or other merchandise.

The following alternatives are also acceptable.

1 If an affiliate wishes to personalize the IAFF logo for its use, the "AFL-CIO CLC" copy that appears at the bottom of the logo may be replaced with an affiliate's local number.

2 The "ORGANIZED FEB 28 1918" copy that appears within the inner ring may also be replaced with "International Association of Fire Fighters" when the logo is used for purposes other than official business (e.g., apparel or other merchandise).

3 When stitching/printing is too small for reproduction, you may leave the inner ring blank (e.g., pins or other small merchandise).
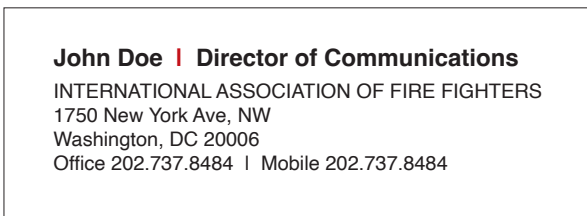
STATIONERY AND EMAIL

Email Signature

Use one of our brand fonts (See Section 3.0) or Calibri for your email signature. Keep in mind that any graphics (such as the IAFF logo) may not display properly in the recipient's inbox and can affect the formatting. If you have a relevant professional Twitter account, you may include it in your signature.

John Doe
Director of Communications
International Association of Fire Fighters
1750 New York Ave, NW
Washington, DC 20006
Office 202-737-8484

Example of an unprofessional email signature

John Doe | Director of Communications
INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
1750 New York Ave, NW
Washington, DC 20006
Office 202.737.8484 | Mobile 202.737.8484

Example of a clean, professional email signature

Legal Disclaimer

The following is a suggested legal disclaimer to go under your email signature in a smaller font size.

This email and any attachments are for the exclusive and confidential use of the intended recipient. It may contain information that is protected, privileged, or confidential, and should not be disseminated, distributed, or copied to persons not authorized to receive such information. If you are not the intended recipient, or have received this message in error, please notify me immediately at [phone number] or by electronic mail at [email address] and delete this copy from your system.

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS ®

EDWARD A. KELLY
General President

FRANK V. LİMA
General Secretary-Treasurer

JOHN DOE
International Association of Fire Fighters
1750 New York Ave., NW, Washington, DC 20006

Phone: (202) 737-8484
Mobile: (202) 737-8484
Fax: (202) 783-4570
email@iaff.org

twitter.com/iaffnewsdesk
facebook.com/iaffonline
www.iaff.org

JOHN DOE
International Association of Fire Fighters
AFL-CIO-CLC

1750 New York Ave., NW, Washington, DC 20006-5395

Printed in-house OPEIU by OPEIU Local 2

1750 NEW YORK AVENUE, N.W., WASHINGTON, D.C. 20006-5395 • (202) 737-8484 • FAX (202) 737-8418 • WWW.IAFF.ORG

Letterhead, Envelope, and Business Card

Stationery

Please use the designated IAFF stationery for official letters, envelopes, and business cards.

Printing

Anything that is printed in-house at the IAFF must include the Local 2 bug.

Printed in-house OPEIU by OPEIU Local 2

Exaecutive Board Templates

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
EXECUTIVE BOARD MEETING
COMMITTEE AGENDA

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
EXECUTIVE BOARD MEETING
COMMITTEE REPORT

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
EXECUTIVE BOARD MEETING
DIVISION REPORT

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
EXECUTIVE BOARD MEETING
GENERAL PRESIDENT'S OVERVIEW

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
EXECUTIVE BOARD MEETING
GENERAL SECRETARY-TREASURER'S NARRATIVE

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS
EXECUTIVE BOARD MEETING
AGENDA

HELVETICA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPO-GRAPHY

Typography is an important element of our brand. By adhering to standard fonts and practices, we strengthen our visual recognition.

The Helvetica type family is preferred for most purposes, but Arial may have to be substituted if Helvetica is not available. Times New Roman is the preferred typeface for body copy in printed designs. See the next page for a charted reference.

TYPEFACE USAGE

This reference will help you determine what typeface to use based on your method of communication.

	PRINT Internal, Microsoft Word documents (memos, letters, etc.)	PRINT Large projects (InDesign documents, magazine, brochures, etc.)	WEB	EMAIL
HEADER TYPEFACE	**Helvetica Bold Condensed**	**Helvetica Bold Condensed**	**Helvetica Bold Condensed**	**Arial Narrow Bold**
BODY TYPEFACE	Times New Roman	Helvetica Condensed	Helvetica Condensed	Arial Narrow

Serif vs. sans-serif

The small features on the ends of strokes in some typefaces are serifs. Many serif typefaces will look more traditional or conservative. Sans-serif typefaces do not have decorative elements along strokes and have a more modern appearance.

AaBbCcDdEe

Example of a serif font
Times New Roman

AaBbCcDdEe

Example of a sans-serif font
Helvetica Neue

For projects that involve lengthy text — such as books, newspapers, and most magazines, use serif typefaces. Readability studies have found that serif typefaces are easier to read because the added strokes make each character more distinctive. More distinctive letters are easier for the eye to recognize quickly.

Use sans-serif fonts for websites, emails, and other online communications to keep the letters clean (and thus easier to read).

TYPOGRAPHY EXAMPLES

These examples show good and poor uses of typography. There should always be clear hierarchy between headers and text. It is imperative that the fewest number of styles are used in each layout to ensure adequate contrast and clarity.

Good

The title holds the most visual weight in the document.

The subheading is clearly contrasted from the text, but is still lower in hierarchy to the main title.

There is a consistent weight used throughout the text with few variations in style.

Title of Document

Ut ut molorrum qui voluptat est, que doluptas poratur? Icidelectur as vit, netur ma dolorem harciligue am verumqui volore erum quos ea volecepre vel imil modit aceprem sed quuntio blabo. Mus con cus conseque latem abo. Nem nus rerest quas ex eatus, quos re porum entiunt rem facea doluptam facest, occum consed mint et ad quam rae rerum aria dis eiciis apicturita conseque dolupta tusam, con plique con cor aut aut pra consequi con nonsequi reptas num quis dolendaecate ne es ne rerferferis duciendi doluptam, vent rem.

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SUBHEADING

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SUBHEADING

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Poor

The title is not large enough and fails to convey the main point first.

Do not set type that is on a white background in gold or yellow.

There is not sufficient weight or size contrast between the subhead and the text.

There are too many weights and styles within the text, which creates a confusing and cluttered look. Some sections even have more visual weight than the subhead.

Do not hyphenate.

Do not justify text.

Title of Document

Ut ut molorrum qui voluptat est, que doluptas poratur? Icidelectur as vit, netur ma dolorem harciligue am verumqui volore erum quos ea volecepre vel imil modit aceprem sed quuntio blabo. Mus con cus conseque latem abo. Nem nus rerest quas ex eatus, quos re porum entiunt rem facea doluptam facest, occum consed mint et ad quam rae rerum aria dis eiciis apicturita conseque dolupta tusam, con plique con cor aut aut pra consequi con nonsequi reptas num quis dolendaecate ne es ne rerferferis duciendi doluptam, vent rem.

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Subhead

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Subhead

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TIP: Breaking large bodies of text into columns increases legibility and visual organization.

Example of logo and typography

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS

Example of yard sign typography

NEW YORK FIRE FIGHTERS

VOTE NO
— ON THE —
CON CON

UNNECESSARY • UNETHICAL • RISKY

Example of mailer typography

Tell city leaders to protect
public safe

City leaders are proposing dangerous changes to Eau Claire
Fire Department which will reduce our fire fighters' ability
to protect our community.

Eau Claire Firefighters are opposed to these
changes. Our number one priority is making
sure there are enough fire fighters to respond
to every call for service in our community.

**TELL CITY COUNCIL TO OPPOSE THESE
DANGEROUS CHANGES AND PROTECT
PUBLIC SAFETY IN EAU CLAIRE.**

DAVID KLINKHAMMER (Dist. 2) | David.Klinkhammer@EC-CityCouncil.com

KERRY KINCAID, City Council President | Kerry.Kincaid@EC-CityCouncil.com

KATE BEATON | Kate.Beaton@EC-CityCouncil.com

CATHERINE EMMANUELLE | Catherine.Emmanuelle@EC-CityCouncil.com

DAVID STROBEL | David.Strobel@EC-CityCouncil.com

TERRY WELD | Terry.Weld@EC-CityCouncil.com

MICHAEL XIONG | Michael.Xiong@EC-CityCouncil.com

Paid for by Eau Claire Fire Fighters Local 487

COLOR

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the IAFF's image.

The Pantone colors should be used whenever possible, with CMYK matched as closely as possible for a four-color print process. The HEX values should be used for any web-based material.

Gradients of gold and black may also be used in certain instances — usually as a background — but gradients of other colors should be avoided.

IAFF Gold
PMS 123C
CMYK 0, 22, 91, 0
HEX #ffc82e

Black
PMS Black
CMYK 0, 0, 0, 100
HEX #000000

IAFF Red
PMS 186C
CMYK 0, 100, 100, 20
HEX #c4161c

IAFF Orange
PMS 159C
CMYK 0, 70, 100, 15
HEX #d55b00

**Gold to White Gradient**

Black to White Gradient

PHOTO-GRAPHY

When choosing photography for IAFF communications, opt for high-quality photos of diverse groups of people (gender, ethnicity, age, etc.) and action-oriented photos.

Avoid poor quality photos[3]; photos of the backs of people's heads[1]; photos of meetings
(e.g., people sitting around a table)[3]; photos where people look bored or devoid of emotion[4];
nostalgic, historical photos (unless it is relevant); photos without context[2]; and photos we
don't have explicit permission to use. Below are some examples of each.

GOOD PHOTOS
BAD PHOTOS

1

2

3

4
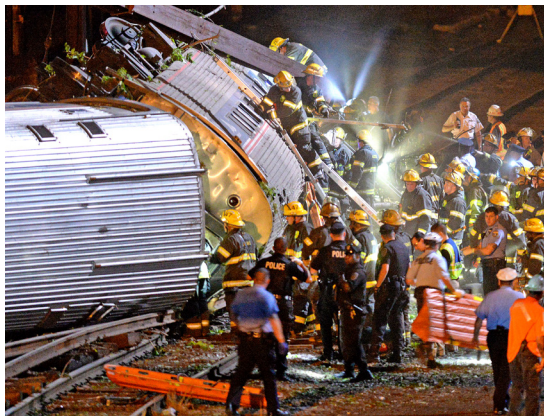
GRAPHICS AND ICONS

To supplement photos, or when photos aren't available for use, use fire fighter imagery, such as smoke, flames, and fire helmets. Stick to basic styles of icons, using them in our brand colors if possible. Do NOT use clipart images or icons that are too colorful.

Good Imagery
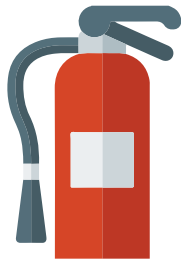
Bad Imagery

STYLE

Our brand style helps us to differentiate the IAFF from other organizations. Keeping a consistent style enhances recognition among our audiences.

Our brand style is based upon these characteristics:

BOLD
STRONG
UNITED
## SUCCESSFUL

POWERPOINT TIPS AND GUIDELINES

Write a Script. Most presentations are written in PowerPoint (or some other presentation package) without any sort of rhyme or reason. Since the point of your slides is to illustrate and expand what you are going to say to your audience, you should know what you intend to say and then figure out how to visualize it. Unless you are an expert at improvising, make sure you write out or at least outline your presentation before trying to put together slides. Make sure your script follows good storytelling conventions: give it a beginning, middle, and end.

Keep It Simple. PowerPoint presentations are a convenient way to graphically display information to support the speaker and supplement the presentation. **The slides are not meant to be the star of the show.** Don't let your message and your ability to tell a story get derailed by slides that are unnecessarily complicated, busy or full of charts. Slides should have plenty of white space or negative space. Don't fill empty areas on your slide with your logo or other unnecessary graphics or text boxes that do not contribute to better understanding. The less clutter you have on your slide, the more powerful your visual message will become.

One Thing at a Time. At any given moment, what should be on the screen is the thing you're talking about. Your audience will immediately read every slide as soon as it's displayed. If you have the next four points you plan to make up there, they'll be three steps ahead of you, waiting for you to catch up rather than listening to the point you're making. Plan your presentation so just one new point is displayed at any given moment. Your job as presenter is to control the flow of information so that you and your audience stay in sync.

Keep Slides Consistent. Whatever style you pick, you want to keep it consistent throughout the slide presentation. Having one style for one slide and then a different style for another slide can be jarring to the audience. Instead, one consistent tone makes the presentation flow much better. It's best to use branded templates from your organization.
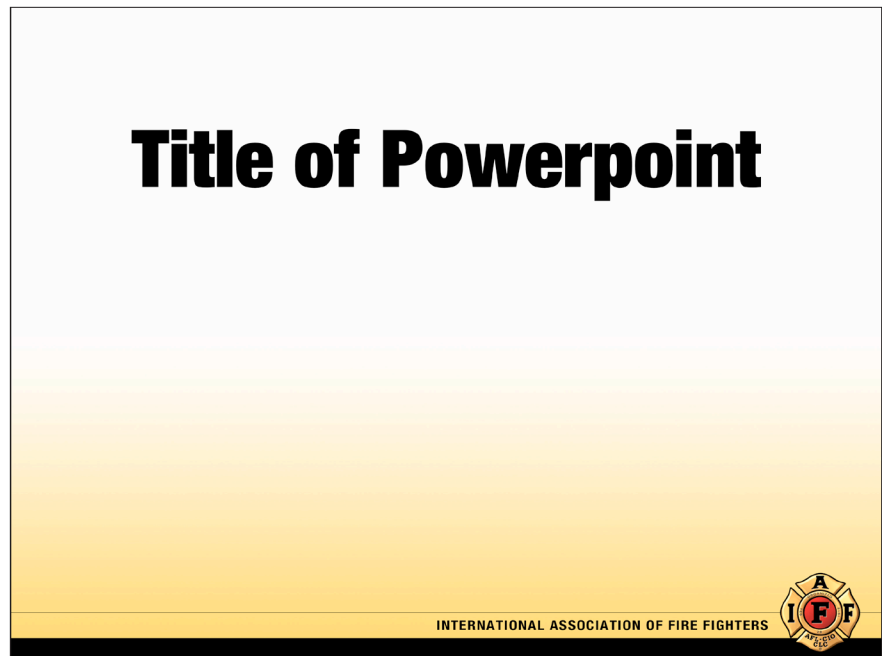
Branded PowerPoint templates available by request. PowerPoint templates must be 16:9.

Limit Bullet Points and Text. Your presentation is for the benefit of the audience. Boring an audience with bullet point after bullet point is of little benefit to them. The best PowerPoint slides are meaningless without narration (by you). Slides are meant to support the narration of the speaker, not make the speaker unnecessary. If the slides are good, they should be of little use without you. Instead of a copy of your PowerPoint slides, prepare a written document highlighting the content from the presentation and expanding on that content. Audiences are much better served receiving a detailed, written handout as a takeaway from the presentation, rather than a mere copy of your PowerPoint slides.

Limit Animation and Transition Effects. Do not use animations, such as bullet points, on every slide. Some animation is a good thing, but keep it short and professional (similar to what you might see on an evening news broadcast). Listeners will get bored very quickly if they are asked to endure slide after slide of animation. For transitions between slides, use no more than two-three different types of transition effects and do not place transition effects between all slides.

No Paragraphs. Don't put everything you want to say onto your slides, in great big chunky blocks of text. PowerPoint and other presentation software have functions to display notes onto the presenter's screen that do not get sent to the projector, or you can use notecards or your memory.

Align Text Left or Right. Centered text is harder to read and looks amateurish. Line up all your text to a right-hand or left-hand baseline — it will look better and be easier to follow.

Make Your Titles Headlines, Not Descriptions. Each section of your slide is a valuable piece of real estate. When you use a title that simply describes what's on the slide, you're wasting valuable real estate. For example: "2013 Revenue" is a description. "2013 Revenue Grew 44%" is a headline. The best titles provide context and explain the slide's content, as well as conclusions.

Use High-Quality Graphics. Use high-quality, high-res photographs (take your own or use some of the many high-quality images available from the IAFF). Never stretch a small, low-resolution photo to make it fit your layout — it will degrade the resolution even further. Avoid using PowerPoint Clip Art — it can undermine the professionalism of the presenter. There are exceptions, of course, and not all PowerPoint art is dreadful, but use it carefully and judiciously.

Have a Visual Theme. Use a consistent visual theme throughout your presentation, but stay away from templates included in PowerPoint, which have been seen countless times (and are not all that great to begin with and can suggest your presentation is formulaic or prepackaged).
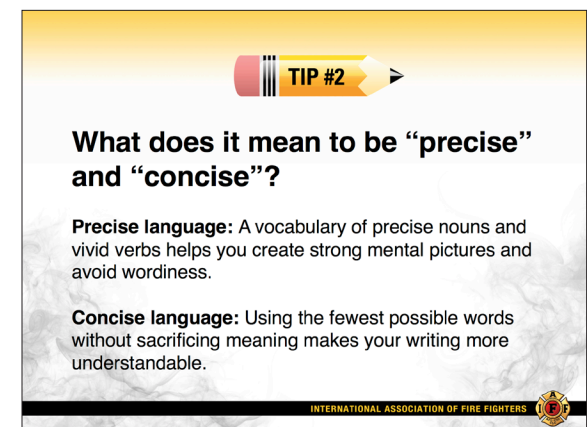
Have a Framework. Frameworks structure your narrative and help keep your audience engaged because they will always know where they are within your story. Some example frameworks:
• Three Lessons Learned From Fire Ops 101
• 10 Trends in the Labor Movement
• 10 Tips for Better Negotiating

BAD:
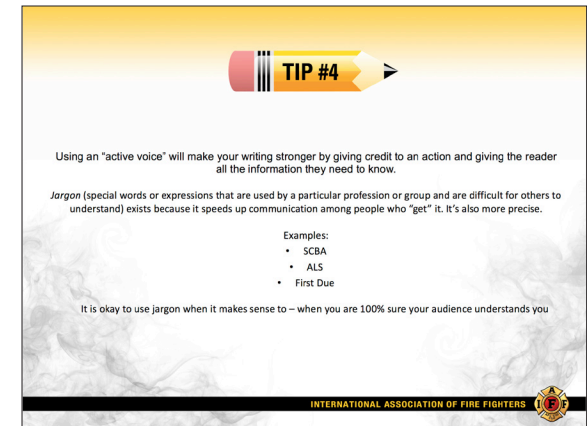
GOOD:

Use Appropriate Charts. Many presenters are guilty of including too much data in their on-screen charts. There are several ways to display your data in graphic form.
• Pie Charts — use to show percentages. Limit pie charts to 4-6 slices and contrast the most important slice either with color or by exploding the slice.
• Vertical Bar Charts — use to show changes in quantity over time. Best if you limit bar charts to 4-8 bars.
• Horizontal Bar Charts — use to compare quantities.
• Line Charts — use to demonstrate trends.
• Tables — use tables for side-by-side comparisons of quantitative data.

Use Color Well. If you're presenting in a dark room, a dark background (dark blue, grey, etc.) with white or light text works well. If the lights are on, a white background with black or dark text works better. See Section 4.0 for more on the IAFF brand colors that can be incorporated in your presentations.

Choose Fonts Well. Fonts communicate subtle messages in and of themselves, which is why you should choose fonts deliberately. Use the same font set throughout your entire slide presentation, and use no more than two complementary fonts (e.g., Arial and Arial Bold). Serif fonts are designed to be used in documents with lots of text because they are easier to read at small point sizes, but san-serif fonts are generally best for PowerPoint presentations and other digital applications. Regardless of what font you choose, make sure the text can be read from the back of the room.

Use Video or Audio. Using video clips to show concrete examples helps people learn. You can use video clips within PowerPoint without ever leaving the application. Using a video clip not only will illustrate your point better, it will also serve as a change of pace, thereby increasing the interest of your audience.

Spend Time in the Slide Sorter. People comprehend better when information is presented in small chunks or segments. By getting out of the Slide View and into the Slide Sorter View, you can see how the logical flow of your presentation is progressing. You may decide to break up one slide into, say, two to three slides so that your presentation has a more natural and logical flow or process.

Close With an Ask. Always close with an ask, such as a commitment to a project, to think about the implications of what you've shared or how it will affect the way they approach their jobs.

SOCIAL MEDIA AND MULTIMEDIA TIPS AND GUIDELINES

@IAFFofficial
@IAFFFoundation
@IAFFRecoveryCenter
@IAFFCanada*

@IAFFofficial
@IAFFMemorial
@IAFFCanada*
@IAFFWIFI*
@IAFFLeg*

@IAFFofficial

IAFFofficial

IAFF

Social media provides the IAFF new opportunities to promote our union and our affiliates, as well as foster relationships with elected leaders, journalists, and the public. Before creating any social media account associated with the IAFF, please contact the Social Media Editor and Communications Director in the IAFF Communications and Media Department. Be prepared to provide account login information, including the names of the account administrator(s), passwords, and the potential account username.

The IAFF Communications and Media Department has created Social Media Guidelines to help answer any questions you may have on social media use. The Guide can be found at **IAFF.org/social-media-guidelines**.

Please familiarize yourself with the guidelines and terms of agreement for your social media platforms before you post any message. We encourage everyone to follow these guidelines to help effectively shape and increase the IAFF's social media reach.

We encourage IAFF staff to follow the IAFF on social media. It's a good way to stay up to date on recent policy positions and issues, as well as connect with our members.

*Division/department operates their own social media account

Getting started

- Before you start a social media account, first talk to the director of your department. Also, reach out to the Communications Division for guidance.

- Think about your goals. Who is your audience? What information do you want to share?

- Inactive accounts reflect negatively on the organization. Always keep content fresh and post frequently (at least once a week if not more). Inactive accounts may be asked to shut down.

- Complete all profile information. Give a clear description of your department's function at the International.

- When creating an account associated with the IAFF, for branding purposes and maximum exposure, please include IAFF in the title.

- Social media etiquette is very important. Everything you post is public. Be respectful, polite, and act responsibly.

- When posting on the behalf of the IAFF, your opinions should not take priority. All statements should reflect the position of the International or your area of subject matter expertise. Think twice about reposting and retweeting information online that may be in conflict with the IAFF.

- Don't post sensitive or private information pertaining to IAFF activities.

- Use correct grammar and write in complete sentences when possible. Don't write in all capitals. Don't write "u" or "r" in your social media messages.

- Avoid fire fighter jargon and institutional language (unless your audience is members).

- If posting social media photos, make sure you credit the proper source or give attribution.

- Do not keep account information, such as logins and passwords, in emails. Find a secure way to protect your login/password information.

Remember, the IAFF is a labor union whose sole purpose is to advance the interests of our more than 300,000 members. Beware of sharing information on social media that reflects negatively on our union or affiliates.

Always check information before posting. Be responsible about the type of hashtags, images, or retweets used by your department when posting information pertaining to political and governmental issues.

Remember, social media is an important way to stay connected with our members and other audiences, but must be used responsibly.

Tips for IAFF affiliates on social media

- Devise a social media plan for your IAFF local and implement it. Ask yourself the following: What message do you want to convey about fire fighters and paramedics to your community? Who do you want to connect with on your social media sites? What do you want to say?

- Determine what goals you want to achieve by using social media.

- Determine who will be responsible for your social media outreach.

- Determine how your social media goals will relate back to your affiliate's overall strategic plans.

- What do you want your social media outreach to look like?

- Be accurate and honest with everything you post online.

- Don't post anything based on emotion or when feeling politically attacked. Stop and make sure that the message you post is consistent with the one set forth by the leaders of your local.

- Take responsibility for what you post online. Don't publish hearsay, innuendos, or confidential information that pertains to the union, fire department, media, or elected officials.

- Give proper credit for copyrighted images and other intellectual property you use on social networks.

- Avoid posting abusive, insubordinate, incendiary, or disloyal remarks or images that pertain to elected leaders, fire departments, the media, or other fire fighters online.

- Always remember to use your best judgment when posting something online because even if you delete information — it can still "cache" (be saved) on your computer. If you're unsure about posting something — listen to the warning bells. Seek the guidance of IAFF leaders in your local, state, and even your district vice president, if necessary.

- Remember to use hashtags because they are good way to promote and educate the public about your events.

Frequently Asked Questions

Can a public employer require its employees to provide their personal email, Facebook, Twitter, or other social media passwords, or access these accounts without the permission of the employee?

The answer appears to be no; however, this issue has not been litigated. Nevertheless, while some courts have ruled that employers are able to monitor and search personal email accounts sent using an employer-provided computer, employees generally have a reasonable expectation of privacy while sending emails through their private, password-protected email account.

Does a public employer have the right to access information contained on an employee's personal cell phone, laptop, or tablet?

When employees use their own personal items — such as a cell phone or laptop — at work, they tend to have a more heightened expectation of privacy. The Supreme Court has stated that ownership over an item is a factor to consider when determining whether one's Fourth Amendment rights have been violated. However, if the employee uses his or her own device, but gains access through the employer's Internet, the employer will be able to access the information that is in storage in the same way that it can when the employee uses the employer's computer.

SOCIAL MEDIA IMAGE SIZES

Using a proper image ratio and size for social media is important because your image might be cropped if you don't. Make sure not to use any images smaller than the recommended size, because your image will appear low-res and blurry.
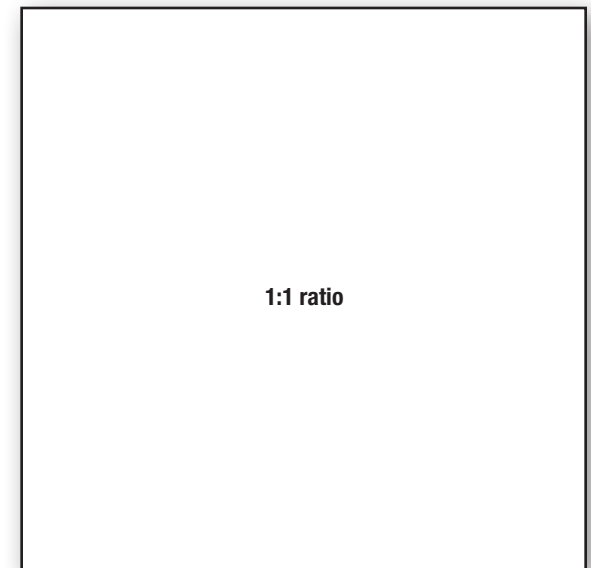
Instagram

Twitter, Facebook, and Instagram
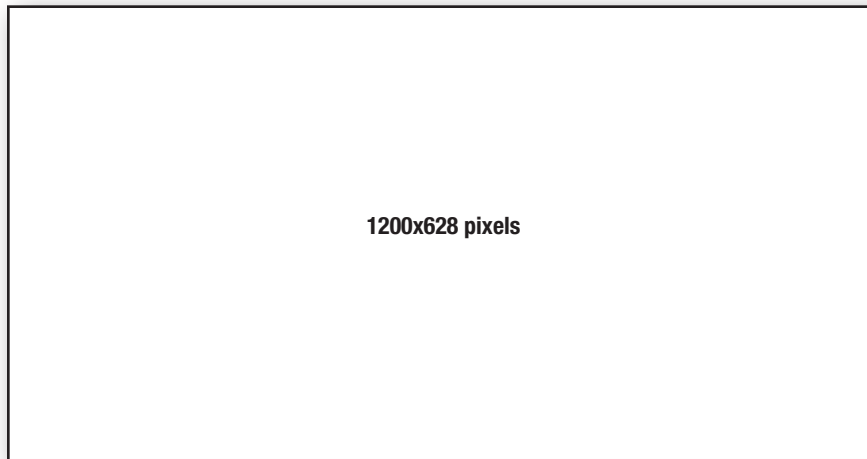
1200x628 pixels

1:1 ratio

A recommended universal graphic size that will work for Twitter, Facebook, and Instagram is **1200x628 pixels**.

If you prefer, you can post a square image on Instagram, which will always display properly. Make sure the dimensions of your image are no smaller than 600x600 pixels.

COPY STYLE GUIDE

The IAFF uses the AP Stylebook as its official style guide, unless otherwise indicated.

Why does grammar matter?

Your writing is often the first impression people have of you or the organization you represent. When you write well and professionally – using proper grammar and spelling – you gain credibility and respect. Bad writing reflects negatively on you and your organization and confuses people. Don't make people work to understand your message.

Common grammar mistakes

Plural vs. Possessive

PLURAL means more than one. The POSSESSIVE is used to indicate belonging.

- Wrong: The EMT's arrived on the scene. Right: The EMTs arrived on the scene.
- Wrong: This book is yours'. Right: This book is yours.

ITS vs. IT'S

- Its is the possessive. It's replaces it is.

IT vs. THEY

- Wrong: This is a great restaurant. They have the best bread.
  Right: This is a great restaurant. It has the best bread.

Capitalization

Do not capitalize words because you think they are important or to draw attention to them. Only capitalize something at the beginning of a sentence, if it is an official name or it is part of a title.

- Wrong: We are Fire Fighters. Right: We are fire fighters.
- Wrong: He was the best Local President in the union.
  Right: He was the best local president in the union.
- Wrong: He was the only member in the Local who hated green beans. Right: He was the only member in the local who hated green beans.

Punctuation

Quotation Marks — Use quotation marks **only** when you are quoting someone else's exact words or giving credit to someone for having said them.

- All punctuation should go **inside** the quotation marks, even if it is not part of the quotation itself.

- Use single quotation marks inside quotations when the person you're quoting is quoting someone else ("I wasn't sure what to think when he said, 'That's not my dog.'").

Exclamation points and question marks — Never use more than one exclamation or question mark, regardless of how excited you might be when writing a sentence or how desperate you are for an answer. In general, exclamation points are used very infrequently in business and formal writing.

Like vs. Such as

Such as is used to introduce examples. **Like** indicates only similarity and cannot be used for examples at all.
EX: The chances of anxiety rise significantly for people in high-stress careers, such as fire fighters and paramedics.
EX: Houston is like Chicago in terms of public safety concerns.

Proofreading

- Checking for grammar and spelling errors is perhaps the single most important part of the writing process.
- Use spellcheck but **do not** rely on spellcheck. Spellcheck will only tell you if a word is spelled correctly, not if you've used the right word.
- Always have someone else proofread your work.
- Try changing the font and font size of your writing after you are done — it will make it easier for you to see any errors you might have missed as the author.

Other tips

- Keep it short — more words are not better. ["I try to leave out the parts that people skip." – Elmore Leonard]
- Stick to what's important and get to the point.
- Don't use big words — if you need to look it up, can't spell it or pronounce it, don't use it.

IAFF-Specific Terms

The following are specific or special use guidelines unique to the IAFF.

Fire fighter (two words)
- Use as two words unless part of an official organization name or publication (i.e., California Professional Firefighters).
- Do not use initial caps unless using as a title before a name (i.e., Fire Fighter John Doe).

firefighting (one word)

first responder
Do not use first responder(s) when referring to IAFF members — use fire fighter(s), paramedic(s), emergency medical personnel. First responders refers to other groups of professions that respond to emergencies (e.g., police, doctors, nurses)

IAFF

The IAFF; The International Association of Fire Fighters…
- Spell out first use, followed by the acronym in parentheses for external communications (The International Association of Fire Fighters (IAFF) is proud to …)
- Use acronyms in headlines only.

Local
- IAFF locals are listed by city, state abbreviation and local number (i.e., Fairfax County, VA Local 2068).
- Capitalize local as part of an official name; lower case in all other references.

2-in/2-out
- Spell out two when used at the beginning of a sentence (Two-in/two-out is the industry standard…)

Fill the Boot

barbecue (not Bar-B-Q)

capital (money, equipment, property)

capital (a city serving as a seat of government)

Capitol (the building)
- Capitalize U.S. Capitol and the Capitol when referring to the building in Washington, DC. Follow the same rule when referring to state capitols.

City Council
- Capitalize when part of a proper name: the Boston City Council. Retain capitalization if the reference is to a specific council but the context does not require the city name

Congressional
- Lowercase unless part of a proper name: congressional oversight, Congressional Quarterly
- democrat, democratic, Democratic Party, republican, Republican Party
- Capitalize both the name of the party and the word party if used as part of the organization's proper name: the Republican Party
- Capitalize Democrat, Republican when referring to a specific party or its members. Lowercase when they refer to a political philosophy.
- Data — Data is plural (the data are, the data were)
- Cosponsor (one word)

Election Day
- The first Tuesday after the first Monday in November

Federal
- Use capital letter for corporate or governmental bodies that use the word as part of their formal names: Federal Trade Commission
- Lowercase when used as an adjective to distinguish from state, county, city or town: federal assistance, federal grant, federal judge

Firehouse (one word)

Fireground (one word)

fire marshal

FIRE OPS 101 (not Fire Ops 101)

General President
- Use initial caps in all references to IAFF General President Edward Kelly
- If communicating to members only, use General President Edward Kelly (no IAFF)

401(k); 501(c)3

HazMat
- Acceptable on second reference for hazardous materials

healthcare (one word)

inbox (no hyphen)

Internet

Jaws of Life™ (trademark name)

layoff (noun); lay off (verb)

Legislature
- Capitalize when preceded by the name of a state: the Kansas Legislature
- Lowercase when used generally: No legislature has approved the amendment

millions/billions
- Use figures with million or billion: $100 million; $50 million

more than
- Use more than with numerals: Salaries went up more than $20 a week; More than 1,000 people attended the meeting

North America — use "United States and Canada," not North America

online/offline

over
- Refers to spatial relationships: The plane flew over the city.

president
- Capitalize only as a formal title before one or more names: President Clinton; Presidents Clinton and Reagan

right to work
- No hyphens, no capitalization — unless used in the name of legislation (i.e., National Right to Work Act, HR 744)

General Secretary-Treasurer
- Use initial caps in all references to General Secretary-Treasurer Frank Lima

Social Security
- Capitalize all references

staff; staffing (not man or manning)

taxpayer (one word)

T-shirt

WMD
- Acceptable on second reference for weapons of mass destruction.

Workers' compensation

workweek (one word)

Abbreviations

General rule is no abbreviations, except in the following situations:

Formal mailing address — use the two letter (all caps) postal abbreviation for state names that follow a city name (Baltimore, MD).

Local state — use the two letter (all caps) abbreviation (Chicago, IL Local 2).

Members of Congress — use the two letter (all caps) abbreviation: Senator Jim Webb (D-VA).

United States — U.S.

State names: When used on their own, spell these out: "Massachusetts is on the Atlantic Ocean." When there's a city or party affiliation, abbreviate: "Cambridge, Mass., is a hip place"; "D-Mass." There are eight states that are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Two-letter forms of state names are used only with zip codes: "Send mail to 79 JFK St., Cambridge, MA 02138."

Months: Always capitalize months. Spell out the month unless it is used with a date. When used with a date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

Acronyms

Only use acronyms after first use is spelled out:

- The International Association of Fire Fighters (IAFF)
- Do not use periods between letters
- Spell out the first reference to any acronym used again in a document
- Do use periods when referring to country and in time references: U.S., a.m., p.m.

Bill Numbers

- HR 165
- HB 1145
- SB 460

Capitalization

- Capitalize titles that precede an individual's name (Local 000 President John Doe reports that…)
- Do not capitalize titles that follow an individual's name or general references to titles (John Doe, president of Local 000; The president said that he would…)
- Use initial caps for all headlines
- Capitalize words with four letters or more in a headline
- Don't capitalize words because you think they're important

Seasons

Do not capitalize seasons: spring, summer, fall or winter

Holidays

Capitalize names of days, months, events, holidays and religious holidays:

- Monday
- June
- Fourth of July, New Year's Day and Easter

Time

Use lowercase letters with numerals to designate time:

- Use lowercase a.m. and p.m., with periods. Always use figures, with a space between the time and the a.m. or p.m.: "By 6:30 a.m. she was long gone." If it's an exact hour, no ":00" is required. If a time range is entirely in the morning or evening, use a.m. or p.m. only once: "6:30-10 p.m." If it goes from the morning into the evening (or vice versa), you need both: "10 a.m.-2 p.m."

Hyphenation

Hyphenate adjectives when they precede a noun:

- line-of-duty death; died in the line of duty
- alternative-fuel vehicle; the vehicle uses alternative fuel
- dual-role fire fighter; the fire fighter serves in a dual role

Do not hyphenate:

- Onsite
- Bipartisan
- Online
- Ongoing
- Any word ending in "ly": The fire fighters were highly qualified professionals.

Internet References

- email — No hyphen
- website — one word (lowercase)
- Use full web address without the http reference: iaff.org

Numbers

General rule is to spell out one through nine, use numerals for 10 and higher:

- We operate five days a week.
- He manages 17 employees.

Use numerals in reference to measurements:

- The bag weighed 3 pounds.
- The wall is 2 inches thick.
- More than 4 percent of fire fighters…

Numbers vs. Amount:

- Do not use the word "amount" when referring to people. Use it as a measure of substance when things are not countable (e.g., sugar, smoke)
- Number is a countable measure (a number of people agreed)

Ordinals

Do not use ordinals in dates.

- This responds to your February 18 letter (not February 18th)
- Do not use superscript: 8th District Vice President Tom Miller (not 8th District)

Dates

Place commas after both the day and year: The contract became effective June 5, 2008, and remained in effect through 2009.

Decades and Centuries

- Use cardinal numbers: The 1900s (not 1900's)
- 21st (no superscript) Century

Fiscal Years

List the entire year when referencing fiscal years: FY 2008

Telephone numbers

Put the area code directly before the phone number using parentheses: (703) 555-1212

Plurals (more than one)

- When forming and using plural words, add s (boys, girls, ships, etc.)
- For words ending in ch, s, sh, ss, x and z: add es (churches, boxes, glasses, buzzes, busses)
- For words ending in is: change is to es (thesis — theses)

Possessives

A possessive form of a noun signifies that the noun owns something. Possessive forms call for a properly placed apostrophe. The placement is different for singular and plural nouns.

Singular possessive:

- The possessive form of a singular noun is an apostrophe followed by the letter s (Kramer's hair, car's engine)
- For words ending with s, z or x generally omit the s (Dr. Seuss' sense of humor)

Plural possessive:

- For plural nouns ending in s, add only an apostrophe (singers' voices, cousins' favorite uncle)

Punctuation

Use the Oxford Comma:

The Oxford (or serial) comma is the final comma in a list of things. For example: Please bring me a pencil, eraser, and notebook.

Quotation marks:

Quotation marks are used to quote speech, sentences or words — not to add emphasis. Quote marks are used when you are using someone else's exact words or giving credit to someone for having said them. To add emphasis, use **bold face**, not quotation marks.

- Wrong: Be patient and "roll with the punches."
  Right: Be patient and roll with the punches.
- Commas and periods always go inside quotation marks.
- Semi-colons and colons always go outside the final quotation mark.
- ALL other punctuation should go inside the quotation marks, even if it is not part of the quotation itself.

Ampersand (&):

- Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble. The ampersand is not used in place of "and."

Punctuation marks:

- Never use more than one exclamation point, regardless of how excited you might be when writing that sentence. Same applies to question marks.
- Also, exclamation points are not used that frequently in business and formal writing.
- Right: He won the race!
  Wrong: He won the race!!!

Other:

For professionally printed materials and website use, type only one space after a period that ends a sentence.

Publications/Broadcasts

- Italicize magazine and newspaper names; boldface book titles
- Put song titles, videos and movies in quotes

Additional style tips

Active vs. Passive

Use active voice. Avoid passive voice.

Passive: The march was led by Rosa across the National Mall to rally for a better immigration policy.

Active: Rosa led a march across the National Mall to rally for better immigration policy.

Avoid jargon and slang

Slang examples: Kick the bucket, saved by the bell, at the end of the day, etc.

Jargon examples: Bang for the buck, due diligence, fat cats, BTW, etc.

Write affirmatively

Use affirmative language rather than negative language, such as not or no, whenever possible. Do not use contractions (shouldn't).

Negative: Management didn't listen to working people's ideas to make the workplace safer.

Positive: Management ignored working people's ideas to make the workplace safer.

Negative Affirmative:
- ~~did not~~ failed to
- ~~not possible~~ impossible
- ~~did not accept~~ rejected
- ~~did not allow~~ prevented

Don't use big words and keep sentences simple

- ~~It would be helpful if you could~~ please respond ASAP.
- ~~I believe that if given a chance~~ I can make a substantial contribution.
- ~~There are~~ several examples ~~that~~ illustrate my point.
- ~~Interruption of economic expansion~~ Recession.

Don't use abstract words; use examples

Innovative, robust, cutting edge — these words are overused and don't say anything.

Bad: Our fire fighters have taken innovative approaches to training.

Good: Our fire fighters have completed fire ground survival training to make sure we are trained for the worst.

Technical terms

Ask yourself if you can use a simpler term without changing the meaning:

Acute Myocardial Infarction = heart attack

Use precise and concise language

Precise language:

- ~~Our candidate for City Council won.~~
  The [fire fighter-endorsed] candidate for the [District 3] City Council seat, [Maria Witherspoon], won.
- ~~Please respond ASAP.~~
  Please respond [by Friday, December 2.]
- ~~The event drew a large crowd.~~
  The [fire prevention] event drew a crowd [of more than 250 school-aged children.]

Concise Language:

- ~~Our website has made available many of the things you can use for making a decision on the best education track for you.~~
  Our website presents criteria for determining the best education track.
- ~~The teacher demonstrated some of the various ways and methods for cutting words from my letter that I had written for class.~~
  The teacher demonstrated methods for cutting words from my essay.
- ~~Many have made the wise observation that when a stone is in motion rolling down a hill or incline that that moving stone is not as likely to be covered all over with the kind of thick green moss that grows on stationary unmoving things and becomes a nuisance and suggests that those things haven't moved in a long time and probably won't move any time soon.~~
  A rolling stone gathers no moss.