

	DEPARTMENT OF THE STATE FIRE MARSHAL STANDARD OPERATING GUIDELINE	Revised: Adopted: March 2026
Subject:	OSFM Mobilization Photo & Media Sharing	Number: E-016
Approved by:	<i>Mariah Rawlins</i>	Date: 6/10/26
Assistant Chief Deputy		

PURPOSE:

This Standard Operating Guideline (SOG) is adopted to outline procedures and best practices for sharing photos taken during any mobilization through the Oregon Department of State Fire Marshal (OSFM). The goal is to highlight the good work of our partners within the Oregon Fire Mutual Aid System while ensuring photos show appropriate personal protective equipment and reflect positively on all agencies.

This SOG also discusses narrative about an OSFM mobilization, with the goal being to ensure alignment in messaging.

SCOPE:

This SOG applies to all staff and personnel involved in mobilizations through OSFM.

PROCEDURE:

1. For those mobilized on a conflagration:
 - A. Photos taken after crews leave their point of departure must be approved by the OSFM Incident Management Team Public Information Officer (PIO) before being posted on social media.
 - B. This requirement applies to any photos captured from the time crews respond from their point of departure until they return.
 - C. Photos not approved through this process should not be posted, even after returning home.
 - D. Only photos that have been reviewed and approved may be shared.
 - E. The specific process for submitting photos to the PIO will vary by incident; see the Incident Action Plan or ask your supervisor for information specific to each conflagration.

2. For those mobilized on other mobilizations (Immediate Response, Pre-Positioning):
 - A. Only photos that show proper personal protective equipment and portray the situation appropriately may be posted.
 - B. Approval from OSFM Public Affairs is required before posting photos to help ensure consistency and accuracy.

3. For those mobilized to another state through the Emergency Management Assistance Compact:
 - A. The process will vary by state, though pre-approval will always be a requirement.

4. Narrative about a fire response must be consistent with incident messaging. If unsure about messaging, contact the appropriate point of contact for the incident to seek alignment.
5. The preferred best practice for sharing photos and information about a mobilization is to share the OSFM's posts or posts from the incident itself. These photos and information are approved and always available to share.
6. If you are contacted by media, refer them to the OSFM Incident Management Team PIO or OSFM Public Affairs.

For questions or to submit photos for review, contact your supervisor.

Failure to receive approval for photos or inconsistent narrative about an OSFM mobilization could lead to discipline, including demobilization from an assignment, and/or yourself or your agency not being requested to respond in the future.