

# Hot Topic



## Welcome to the second Hot Topic

We'd really like to understand more about how people engage with us on **social media** and hear about the **latest news and updates** from the Service.

Please take a few minutes to complete the survey below and share any additional comments or feedback in the box at the end of the questionnaire.

There are seven questions, and it should take two to five minutes depending on the detail you wish to provide.

- [Complete the survey](#)

**The survey will close at 9am on Monday 13 March 2023.**

If you require any additional support with this or wish to provide additional feedback, please contact [pressoffice@cambsfire.gov.uk](mailto:pressoffice@cambsfire.gov.uk) or call 01480 444500 and ask to speak to one of the Media and Communication team (in office hours).

Thank you so much for your time in responding to Hot Topic. Your support is greatly appreciated.

Stay **safe**  
Stay **connected**



**CAMBRIDGESHIRE  
FIRE & RESCUE SERVICE**  
*Working together to improve community safety*



# Community Engagement Forum – Social Media Feedback

We'd really like to understand more about how people engage with us on social media and hear about the latest news from the Service.

Please take a few minutes to complete the survey below and share any additional comments or feedback in the box at the end of the survey.

\* Required

1. Do you follow Cambridgeshire Fire and Rescue Service on social media? \*

☐ Yes

☐ No

☐ Not sure

2. Which social media accounts do you follow? \*

- ☐ Facebook - Cambridgeshire Fire & Rescue Service
- ☐ Facebook - Local on-call fire station Facebook pages
- ☐ Twitter - @Cambsfrs
- ☐ Instagram - @Cambs\_frs
- ☐ Instagram - Local on-call fire station Instagram pages
- ☐ LinkedIn - Cambridgeshire Fire & Rescue Service
- ☐ YouTube - @CambsFireRescue
- ☐ TikTok - @Cambsfrs
- ☐ NextDoor
- ☐ None

3. What would you like to see **more** of on the Service's social media accounts

4. What would you like to see **less** of on the Service's social media accounts?

5. How often do you use the following social media platforms?

	Never	Less than once a month	Monthly	Weekly	Daily
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NextDoor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Where do you get news about Cambridgeshire Fire and Rescue Service?

- ☐ Social media
- ☐ Printed news
- ☐ Online news
- ☐ Fire Service e-bulletin
- ☐ Village / town magazine
- ☐ Local TV news
- ☐ Local radio
- ☐ Word of mouth
- ☐ Other

7. Any comments around how you'd like to hear news and updates from Cambridgeshire Fire and Rescue Service?

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This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

# Community Engagement Forum – Social Media Feedback

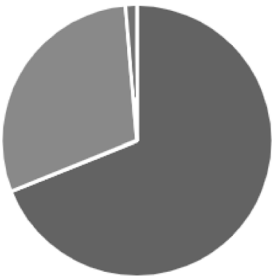
74  
Responses

02:58  
Average time to complete

Active  
Status

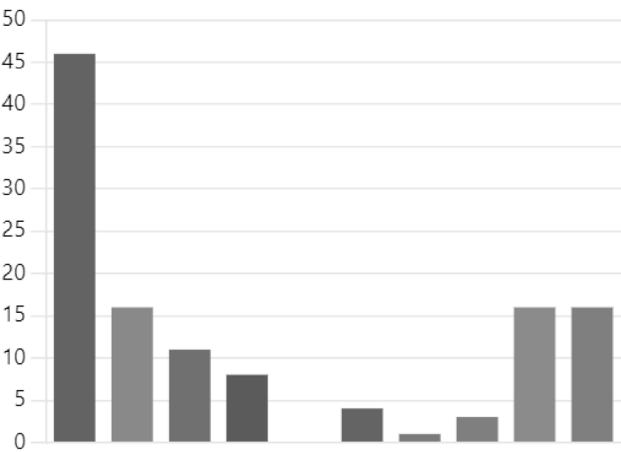
## 1. Do you follow Cambridgeshire Fire and Rescue Service on social media?

● Yes	51
● No	22
● Not sure	1



## 2. Which social media accounts do you follow?

● Facebook - Cambridgeshire Fir...	46
● Facebook - Local on-call fire sta...	16
● Twitter - @Cambsfrs	11
● Instagram - @Cambs_frs	8
● Instagram - Local on-call fire sta...	0
● LinkedIn - Cambridgeshire Fire ...	4
● YouTube - @CambsFireRescue	1
● TikTok - @Cambsfrs	3
● NextDoor	16
● None	16



3. What would you like to see **more** of on the Service's social media accounts

52  
Responses

Latest Responses  
"I don't think you need to do anything different "  
"N/A"

9 respondents (17%) answered **incident** for this question.

incidents and recruitment details of incidents  
safety info fire fighters home fire fire stations Education about  
cause news **incident** fire safety Local incidents  
safety tips posts  
eg Old equipment car fires safety advice good  
eg most fires fire/flood

4. What would you like to see **less** of on the Service's social media accounts?

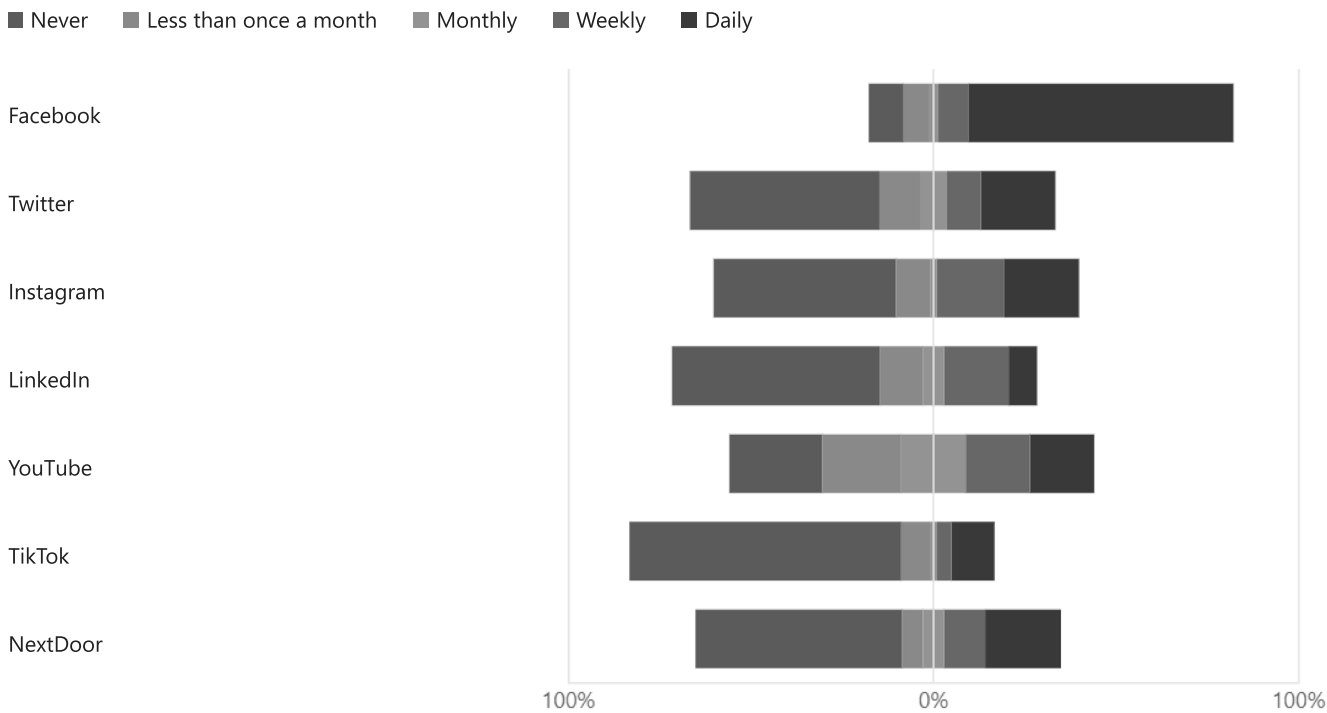
43  
Responses

Latest Responses  
"I don't think you need to do anything different "  
"N/A"

3 respondents (7%) answered **posts** for this question.

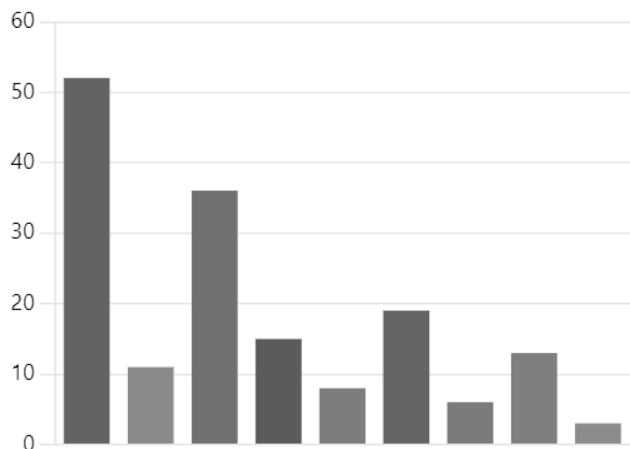
services are very important boring stuff Silly dances dances/trends fireworks  
explanation incident posts  
Fund raising **moment** **posts** **Happy** initiative is a wa  
Happy with the content great job **content** right balance  
things New equipment ratepayers happy with the v

5. How often do you use the following social media platforms?



6. Where do you get news about Cambridgeshire Fire and Rescue Service?

<div></div> Social media	52
<div></div> Printed news	11
<div></div> Online news	36
<div></div> Fire Service e-bulletin	15
<div></div> Village / town magazine	8
<div></div> Local TV news	19
<div></div> Local radio	6
<div></div> Word of mouth	13
<div></div> Other	3





7. Any comments around how you'd like to hear news and updates from Cambridgeshire Fire and Rescue Service?

27  
Responses

Latest Responses  
*"For my needs I get what I need"*

5 respondents (19%) answered **emails** for this question.

