

The Fire Prevention and Rescue Detachment jointly launched the "Hello, Flame Blue" fire safety experience activity, inviting 38 network experts from all over the state to enter the fire rescue force to experience and feel fire protection, and learn fire prevention and rescue knowledge and fire escape skills together. During this period, Changji Prefecture Fire Tiktok, Headlines, video numbers and other channels were broadcast together, leading a wide range of netizens to understand the true and grounded side of firefighters.



During the activity, under the guidance of the firefighters, the spectators learned the experience of "immersion" through "zero distance", and successively watched the fire-fighting vehicle equipment, Search and rescue dog performance, rope rescue practice and other subjects. Viewers also experienced firsthand the handling of oil pot fires, practical use of rescue equipment, and dispersion of smoke escape.

Ma Le, a self media operator, introduced that "as internet influencers, we should better leverage our strengths and use publicity channels to educate us on how to do a good job in fire prevention and disaster prevention. We should also rely on self media influencers' publicity channels to popularize common knowledge about fire prevention and disaster prevention." Dong Xue, a self media operator, introduced that We hope that through our own dissemination efforts and influence, more people will attach importance to fire protection, understand fire protection, learn more fire safety knowledge, and give praise to Changji Fire Protection

体验式消防沉浸式消防员们的衣服让孩子们圆梦消防员

After more than three hours of experience activities, all Internet celebrities took out mobile phones and cameras to record their viewing process with cameras, and shared this viewing activity through personal Tiktok, Kwai and other media channels. Around the scene, "everyone talks about safety and everyone can respond to emergencies" elaborately produced short videos with themes to spread knowledge of fire safety.

According to statistics, more than 50 short videos of various types of fire protection were released on the same day, with a viewing volume of 1.5 million. During the event, the detachment also hired 10 internet influencers, including President Cui (Food), Changji Wang Zhe, Mr. Zanjin, and Lilizi, as "Changji Prefecture Fire Network Publicity and Public Welfare Ambassadors," and carried out regular fire promotion activities.



The invitation to invite internet experts to participate in the safety experience tour of the fire and rescue forces is to use emerging online media to showcase the daily work of the fire and rescue forces in a popular form, strengthen the public's awareness of fire safety, and enable more people to attach importance to fire protection, understand fire protection, participate in fire protection, and create a dense publicity atmosphere. "Introduction by Diao Muchen, supervisor of the Comprehensive Guidance Department of Changji Fire and Rescue Detachment.