



Camp Like A Pro: Campfire Safety Video

Partner Toolkit

ABOUT THE VIDEO:

The Camp Like a Pro video, “Campfire Safety,” introduces visitors to the best practices for having a safe and responsible campfire in the Eastern Sierra. This lighthearted, PSA-style video walks viewers through how to get a campfire permit, check for fire restrictions, properly extinguish a fire, and consider safer alternatives to rock fire rings.

With wildfire risk increasing each year in the Eastern Sierra due to prolonged drought, high winds, and dry vegetation, it’s more important than ever for visitors to understand how their actions can prevent human-caused wildfires. When not properly managed, campfires can pose a serious risk of ignition. That’s why this message is essential to sustaining the landscapes we all love.

Funded by Whitebark Institute, Mammoth Lakes Tourism, and Mono County, “Campfire Safety” is the third video in the Camp Like a Pro series, which helps visitors learn how to recreate responsibly in the Eastern Sierra. The first two videos in the series cover “Dispersed Campsite Selection” and “How to Poo Like a Pro in the Eastern Sierra.”

INSTRUCTIONS FOR SHARING:

Please use the sample social media copy below and be sure to tag the appropriate handles listed. To access the video content and download assets, click the video link under the *Content Library* section.

SOCIAL MEDIA COPY:

Example Instagram Copy:

Summer is heating up in the Eastern Sierra, and Inyo National Forest Stage 1 Fire Restrictions are now in effect! 🔥

That means campfires are ONLY allowed in designated developed campgrounds. NO fires at dispersed sites!

Before you strike a match, watch Camp Like a Pro's latest video on campfire safety. When camping and having a fire, remember that pros prepare by:

- ✅ Checking fire restrictions
- 📄 Getting a California campfire permit
- 🚩 Watching for red flag warning (high winds + dry air)
- 💧 Having a shovel and bucket of water to drown, stir and feel the fire
- 🔥 Never abandoning a campfire
- 🏡 Leaving it better than you found it

Let's #IgniteAdventure, not wildfires, when camping on public lands. Watch the full video and learn more (link in bio).

Camp Like a Pro (CLaP) is an interagency partnership. To learn more about the organizations involved and explore additional resources, visit CampLikeaPro.org.

**(make sure to add the Campaign Landing Page Link to your link tree in your bio).*

Example Facebook Copy:

Summer is heating up in the Eastern Sierra and so is fire danger. Inyo National Forest is now under Stage 1 Fire Restrictions. 🔥

That means campfires are ONLY allowed in designated developed campgrounds. No fires at dispersed sites!

Before you strike a match, check out Camp Like a Pro's latest video on campfire safety. When camping and having a fire, remember that pros prepare by:

- ✅ Checking fire restrictions
- 📄 Getting a California campfire permit
- 🚩 Watching for red flag warning (high winds + dry air)
- 💧 Having a shovel and bucket of water to drown, stir and feel the fire
- 🔥 Never abandoning a campfire
- 🏡 Leaving it better than you found it

Let's #IgniteAdventure, not wildfires, when enjoying our public lands. Watch the full video and learn more with the link below!

<https://youtu.be/HQhs8UNzhOg?si=OkJS1Fc8dBW1Ai9r>

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SOCIAL MEDIA HANDLES:

Please make sure to tag and give credit in all your posts.

CAMP LIKE A PRO Instagram: @camplikeapro395 Hashtags: #CampLikeaPro	EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP (ESSRP) Instagram: @eastern_sierra_sustainable_rec
WHITEBARK INSTITUTE Instagram: @whitebarkinstitute Facebook: Whitebark Institute Hashtags: #IgniteAwareness #IgniteAdventure	VISIT MAMMOTH Instagram: @visitmammoth Facebook: Visit Mammoth
MONO COUNTY RECREATION Instagram: @monocountyrecreation Facebook: Mono County Recreation	MONO COUNTY TOURISM Instagram: @monocountytourism Facebook: Mono County Tourism Hashtags: #RecreateResponsibly #EasternSierra

CONTENT LIBRARY:

- Short form video teasers:
 - [Campfire Safety \(Camp Like A PRO\)](#)
- YouTube video links:
 - [Campfire Safety \(Camp Like A PRO\)](#)
 - [Dispersed Campsite Selection \(Camp Like A PRO\)](#)
 - [How to Poo Like a Pro in the Eastern Sierra](#)
- Press Release:  Mono_CampLikeaProPressRelease_6-04-25_FINAL (1).docx.pdf

CONTACT INFO:

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