

The background features a light blue gradient with a large, 3D, light blue 'Follow' text element. A hand cursor is positioned over the 'Follow' text, pointing towards the bottom right. The main title 'Social Media' is centered in a large, bold, purple font.

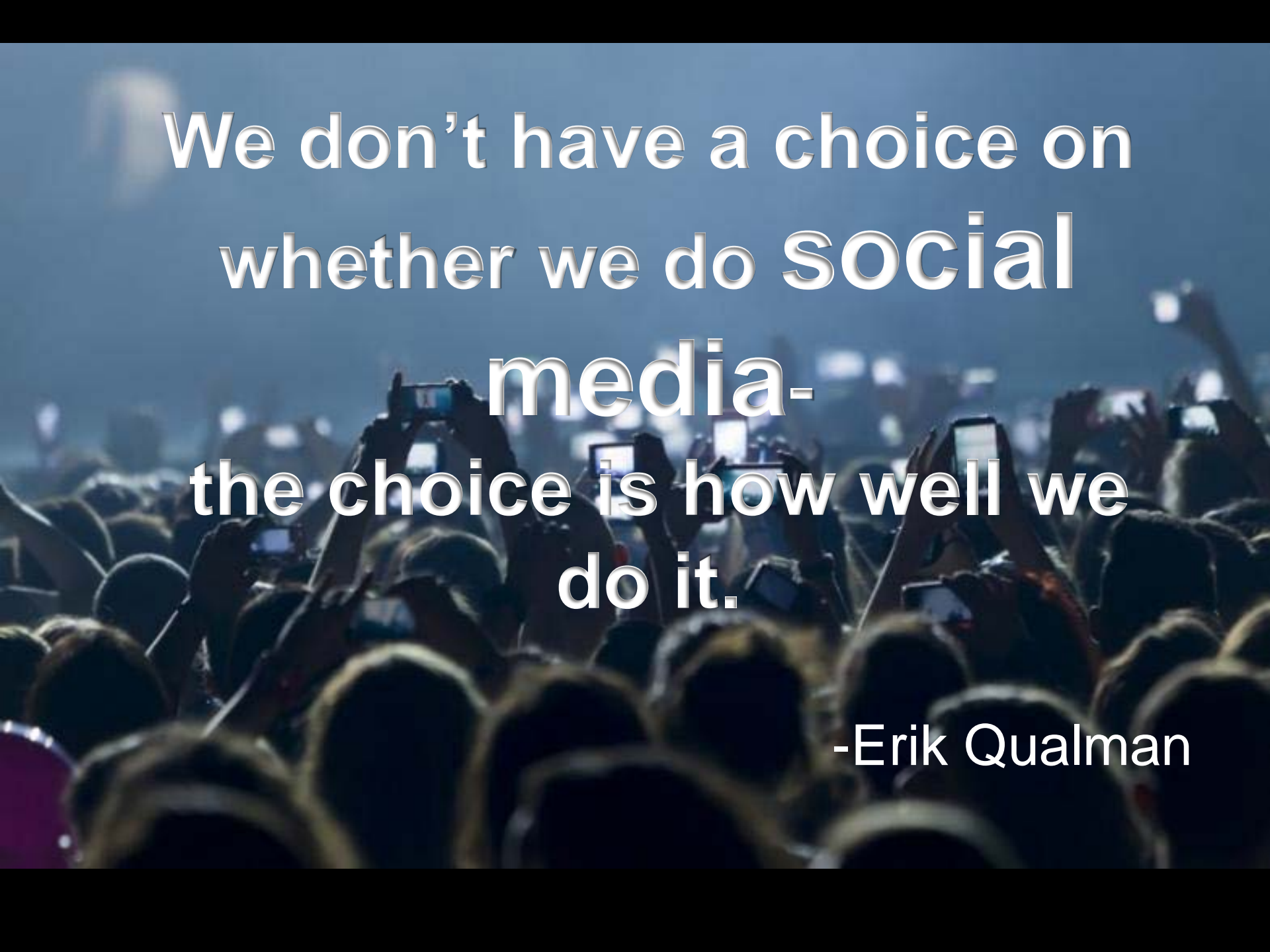
Social Media

for

EMS Providers

Amy Eisenhauer

Pulse Check 2018

A large crowd of people is shown from behind, many holding up their smartphones to take photos or videos. The scene is dimly lit, with some bright spots in the background, suggesting a concert or a large gathering at night.

We don't have a choice on
whether we do **social**
media-
the choice is how well we
do it.

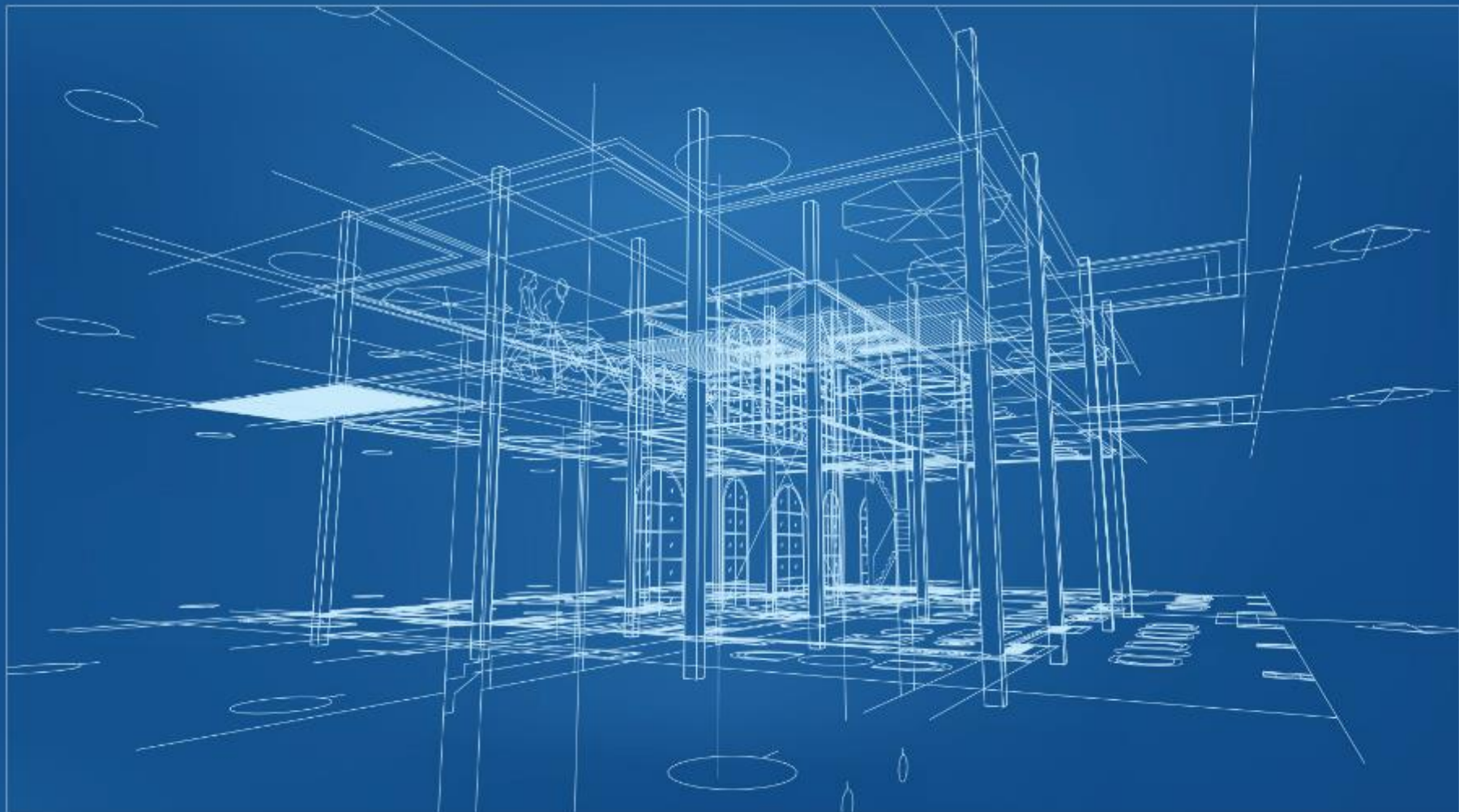
-Erik Qualman

Social Media is a tool.



A glowing lightbulb is positioned centrally above an open book. The lightbulb is illuminated, casting a soft glow. The book is open, showing many pages that are slightly blurred, suggesting a focus on the lightbulb. The text 'Electronic Storytelling' is overlaid in a bold, yellow, sans-serif font across the center of the image, with the lightbulb acting as a backdrop for the word 'Electronic'.

Electronic Storytelling



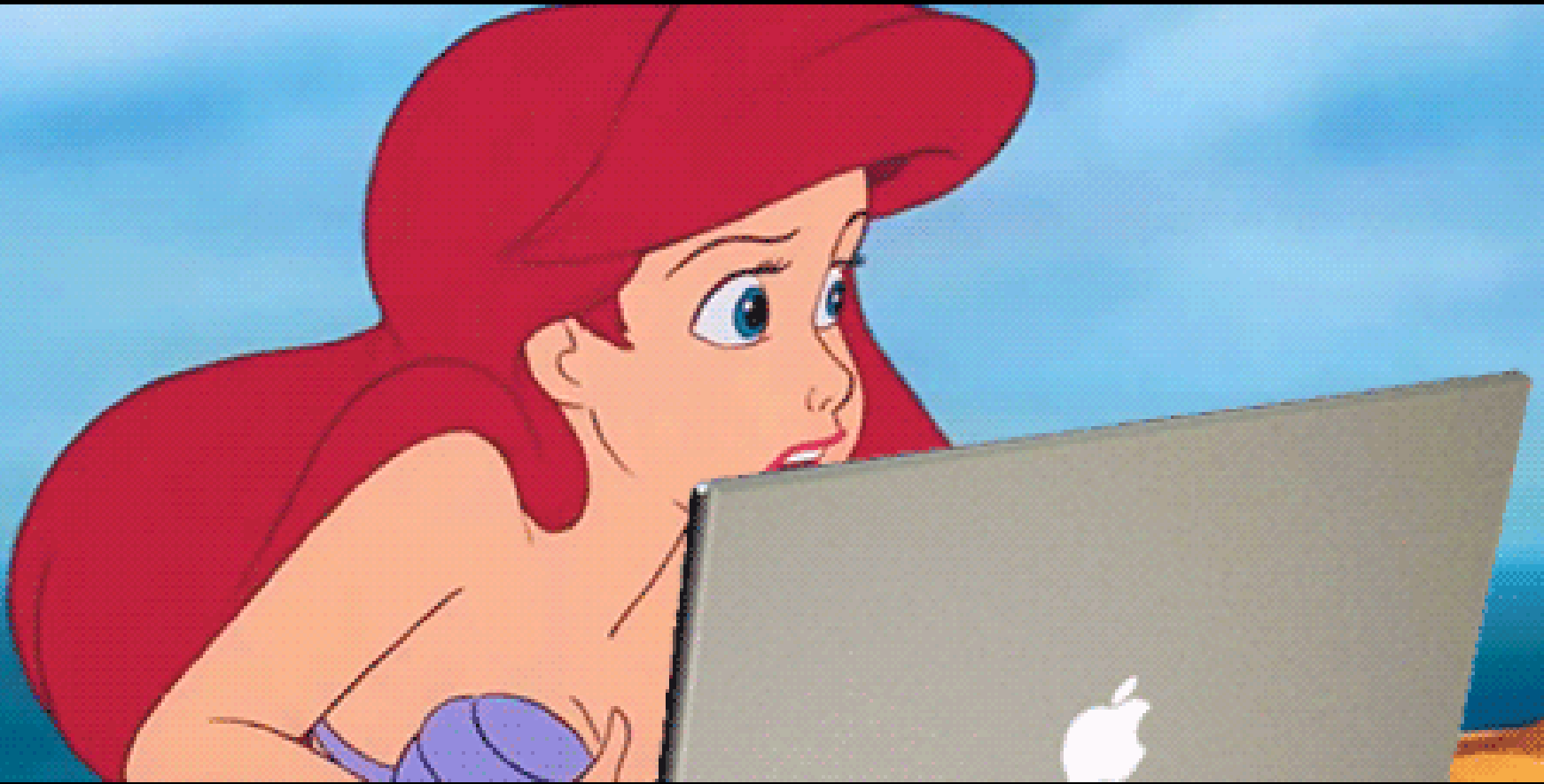


Creation



"A Day in the Life of EMS"
—Farooq Muhammad

Bloggging



Podcasting



Edu-memes



SALT

@romduck

A SURGICAL CRIC WILL
BE LIKE
THIS. NOT THIS.



TRAIN YOUR FINGERS TO SEE
@gingerlockeatx




Curation



A photograph of two women sitting at a table in what appears to be a recording studio or podcasting space. Both women are wearing large black headphones and have microphones in front of them. The woman on the left is wearing a dark blue button-down shirt and is looking towards the woman on the right. The woman on the right is wearing a black sleeveless top and is gesturing with her hands while speaking. On the table in front of them are several items: a clear plastic cup of water, a brown glass bottle, a white coffee cup, and a small glass bottle. The background features a large window with a view of a parking lot containing several cars and some greenery. Overlaid on the image is large, bold, yellow text with a white outline that reads "Collaboration & Relationship Building".

Collaboration & Relationship Building

A man with a mustache, wearing a dark, ornate, historical-style coat with a wide collar and a sash, stands on a wooden stage. He has his hands on his hips and is looking towards the audience. The audience is large and diverse, seated in a theater with wooden beams and pillars. The lighting is warm, and the overall atmosphere is that of a formal presentation or lecture.

To thine own
self be true.

To Do:



Editorial Calendar



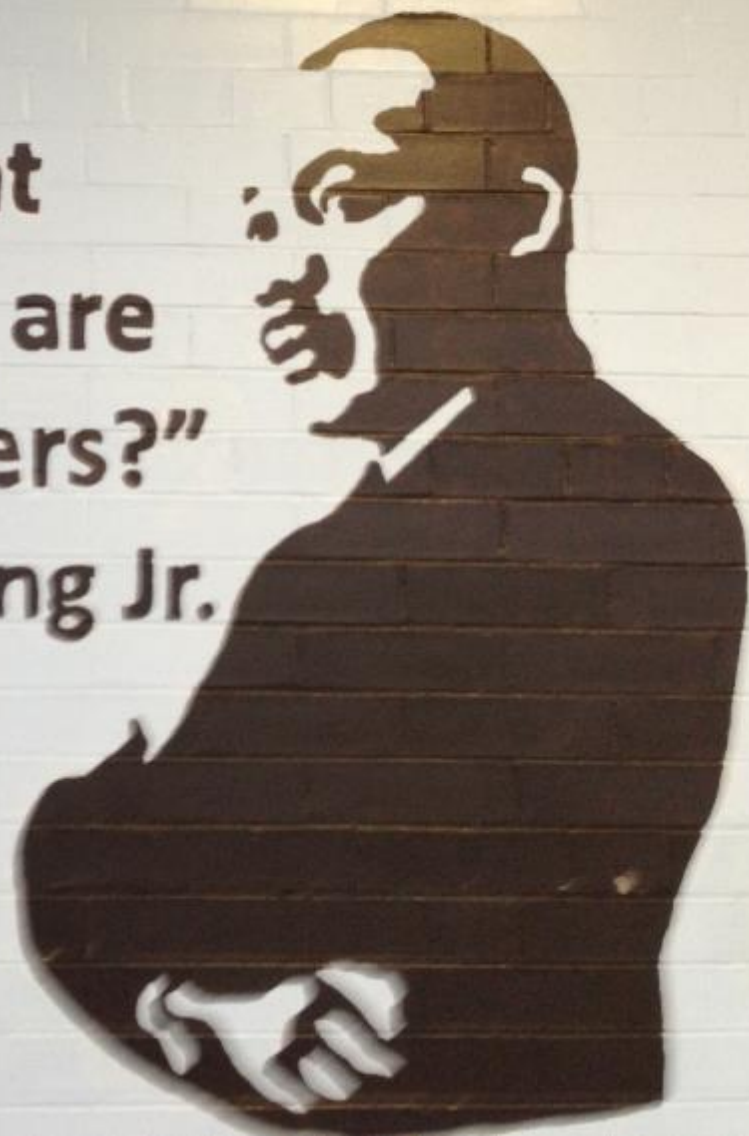
SECURITY



Where the
magic happens

Your
comfort
zone

**“Life's most urgent
question is: What are
you doing for others?”
—Martin Luther King Jr.**



Questions?



Amy Eisenhauer



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