

# Telling Our Own Story

Using Social Media To Connect With Our Communities

September 11, 2001

September 11, 2001



# September 25, 2001

- 658

CANTOR  
*Fitzgerald*

- 343



- 37



- 23



- 8



# October 1, 2001



343



23

# How Did EMS Become “Overlooked”?

- Was it because of the public?
- Was it because of the media?
- Was it because of the ratio of loss?



**No.**

**We failed to tell our  
own story:**

The story of those who  
responded for the last time, and  
the story of those who survived  
to respond the next day

**Never Forget**



**Never Again**

**Never Again**

**Means We Need To Tell  
Our Own Story**



## Why Social Media?

### Why Should Agencies Use Social Media?



- Low barrier to entry
- Requires minimum fiscal resources
- Community already looking for agency



### Is Social Media A Fad?



## How Can Agencies Use Social Media?



- Information
- Education
- Petition
- Recognition
- Recruitment



## 3 Steps To Success



- Plan
- Create
- Engage



## Plan

*Just like every great response, every Social Media Presence needs at the very least a solid plan everyone can understand*

# Assemble The Team



- The Chief Of Content
- The Articians
- The Moderators



# Draft The Policies



# Draft The Policies



- Policy needs to be enactable/enforceable
- Policy should be based upon behavior, not technology
- Focus on positive guidelines instead of negative prohibitions



# Draft The Policies



- Define your Agency's mission
- Define the roles of your Social Media Team in fulfilling the mission
- Provide your team with a blueprint for the Social Media Presence of the Agency



# Design The Presence



# Design The Presence



- Top-level Domain should serve as the hub for your presence
- Social Networks should be connected like the spokes of a wheel
- Content needs to be fresh, dynamic, and audience focused



# The Hub



- Built on a Content Management System such as **WordPress** or **Blogger**
- Connect to Social Networks through hyperlinks
- Syndicate content through RSS Feeds out through the spokes



# Facebook



- 1,000,000,000 Active Monthly Users
- New content appears in your subscribers News Feed
- Use Facebook Pages for Agencies, **NOT** Personal Profiles



# Twitter



- 140 Million Users generating 340 Million "Tweets" per day
- Highly customizable Profile Pages
- 140 Character messages known as "Tweets" appear in a stream





# Flickr



- More than 6,000,000,000 images hosted
- Allows you to create "albums" for events
- Allows both the downloading and embedding of images



# Questions On Planning?



## Create

*The term "Social Media" has been misappropriated to describe "Social Networks", the true "Social Media" is what you create as text, image, audio, or video that is shared*

## Forms of Social Media



- Text
- Images
- Audio
- Video



## Video

## Equipment Needed



- Digital Video Camera
- Video Editing Software
  - iMovie
  - Windows Movie Maker
- Video Hosting Account
  - YouTube
  - Vimeo
- Extra Batteries



## Video Tips



- Make sure your subjects are well lit
- Make sure audio is captured clearly
- Keep the video between 30 seconds and 2 minutes long
- **Make the video embeddable**



## Video Ideas



- 30 Second Public Safety/Service Announcements
- 60 Second Event Recaps
- 120 Second Interview
- **Make the video embeddable**



## Audio

## Equipment Needed



- Digital Recording Device
- Handheld microphone
  - Windscreen
- Headset with microphone
- Extra Batteries



## Audio Tips



- Create a standard intro no longer than 30 seconds
- Begin all recordings on a script
- Pre-determine the time limit
  - At least 5 minutes
  - No more than 60 minutes



## Audio Ideas



- 30 Second Public Service/Safety Messages
- 10 Minute Event Recap
- 30 Minute Interviews
  - Chiefs
  - Board Members
  - Ambulance Crews





## Still Images

## Equipment Needed



- Digital Camera
  - DSLR
  - Point & Shoot
  - Camera Phone
- Image Editing Software
  - GIMP
  - Photoshop
- Extra Batteries
- Something to photograph!



## Image Tips



- Frame the scene
- Utilize the "Rule of Thirds"
- Focus on easily identifiable personnel
- Plan on taking 10 photos for every 1 you want to use
- Angle to leave the patient out of the shot



## Image Ideas



- Create a “Stock Folder”
  - Images of station apparatus
  - Personnel portraits
  - Personnel performing tasks during training
- Event and scene photos should focus on personnel



## The Written Word

## Equipment Needed



- Computer
  - Internet Connection
  - Word Processing Software
- Reference Materials
  - Dictionary
  - Thesaurus
  - Style Guide
- Idea “Sparkers”



# Writing Tips



- Avoid Technical Lingo
- Don't exceed 500 words
- Pair a relevant image
- Proofread before hitting the **Publish** button
  - Use the dictionary and thesaurus
  - Either follow a style guide or create your own



# Writing Ideas



- Agency Information
- Public Education
- Event Announcements
- Event After Action Reports
- Recognition Articles
- Statistics Reporting



140 Characters  
Or Less

# Equipment Needed



- Mobile Device
- Social Network Accounts
  - Twitter
  - Facebook
- Content to share
  - Information
  - Images
  - Links



# Micro Message Tips



- Use a simple vocabulary
- Keep messages to 70 characters or less
- Include links at the end of the message
- Be sure your Hub Domain is in your profile



# Micro Messaging Ideas



- "A Typical Tour"
- Share PSA Messages
- Share PSA Links
- Ask A Question
  - Follow up with a more in depth answer on your Hub
  - Link to resources that provide the solution
- Engage your audience





# Any Questions?



## Engage

*Just like every great response, every Social Media Presence needs at the very least a solid plan everyone can understand*

## Find Your Community Online



- Local blogs
- Local businesses
- Local online news sources



## Engage Them



- Leave comments
- Share *their* content/news
- Discover commonalities and develop deeper connections



## Frequency



- Hub Site Content - Once A Week
- Image Content - Once A Week
- Crisis Content - Before, During, and After
- Promo Content - Timed With Event



## What About HIPAA?



- Anonymize the content from the 18 Patient Identifiers
- Do not use photos of patients (or their cars)
- Ensure your providers are providing care, not generating media
- Focus on the Agency's personnel, not the Agency's patients



# “HIPAA Safe” Content



- Statistics (weekly/monthly)
- Images during drills/training and public events
- Accounts focused on the provider perspective excluding patient information



# Negative Media



- Assess the Complaint
- Solve the Problem
- Respond Appropriately
- Evaluate the Response



# Erroneous Media

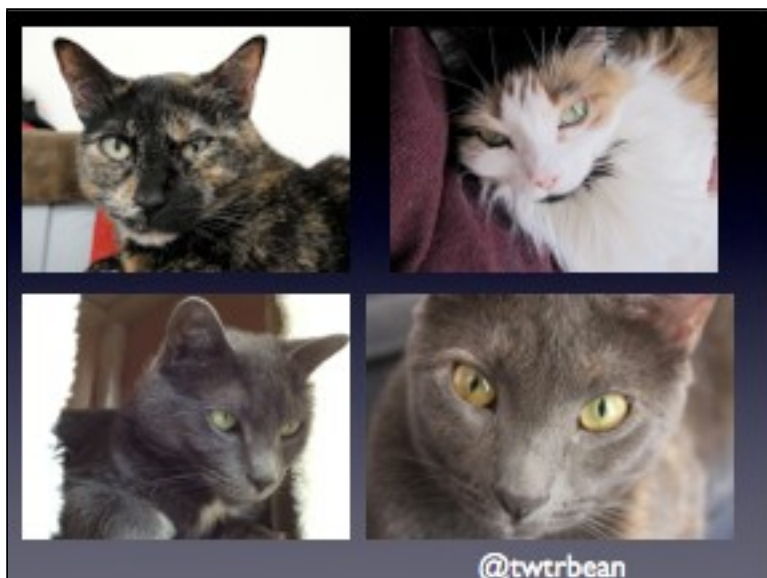


- Identify and remove the error
- Quickly admit to the error and apologize for it
- Respond appropriately to communications from your network
- Learn from the mistake



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer... when we drink we do it right #gettinglizzerd

HostDate - 2015/11/11 11:24 PM



**EMS Is The Hardest Job  
You Will Ever Love**

**EMS Is The Hardest Job  
You Will Ever Love  
So Tell Someone About It**

**Tell Everyone**

# RESOURCES



# Connect With Me



- [PIOSOCIALMEDIATRaining.COM](http://PIOSOCIALMEDIATRaining.COM)  
Free E-Mail Bootcamp
- [TheSocialMedic.net](http://TheSocialMedic.net)
- [EMSblogs.com](http://EMSblogs.com)
- [DavidKonig.com](http://DavidKonig.com)
- [@DavidKonig](https://twitter.com/DavidKonig)



# Thank You

