Telling Our Own Story
Using Social Media To Connect With Our Communities

September 11, 2001
September 25, 2001

- 658
- 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

- 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

- 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

The Hub Site
YourDept.com

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
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

PIO
SOCIALMEDIATRAINING

Connect With Me

- PIOSOCIALMEDIATRAINING.COM
  Free E-Mail Bootcamp
- TheSocialMedic.net
- EMSBlogs.com
- DavidKonig.com
- @DavidKonig

Thank You