



Guidelines for Social Media Usage

Effectively leverage social media to engage with your community, raise awareness about important health and safety issues, and enhance your overall public image.

What social media platforms should you be on?

- **Facebook:** Ideal for sharing long-form content, event updates, and fostering community engagement through comments and shares.
- **Instagram:** Great for visually driven, more personal content such as photos and short videos, appealing to a younger demographic.
- **LinkedIn:** Effective for professional networking, sharing industry insights, and showcasing EMS expertise to potential partners or recruits.
- **YouTube:** Great for posting longer videos including “how to” (shovel properly, clear a landing zone, etc.), “get to know us,” (open the back of an ambulance and explain 2-4 things that a person could see), or “what we do” (visit a patient to share their story and your impact on their life).

How often should you post:

- Aim to post 3-5 times per week to maintain an active presence.
- Adjust the frequency based on how often your audience engages with you, so you don't overwhelm them with too many posts.

When to post:

- Schedule posts during peak engagement times, typically early morning or evening hours when users are most active on social media.
- The days when people are usually most active on social media are Tuesday, Wednesday, and Thursday.
- The times of the day can vary, but it is often between 8-11 am and 4-6 pm.

What to post:

- Post a mix of educational content, community updates, safety tips, behind-the-scenes glimpses, and relevant news.

Examples of good posts from Minnesota Ambulance Association members

- Highlight successful patient outcomes or stories of EMS “heroes” going above and beyond the call of duty.
- Share safety tips for different seasons or holidays, such as firework safety on Independence Day, winter driving tips, water safety in the summer or signs and symptoms of a stroke or heart attack during Heart Health Month (February).

- Showcase community outreach efforts, such as CPR training events, blood drive, book or food drives or participation in local health fairs.
- Recognize EMS staff milestones, achievements or acts of kindness within the community.
- Once a month do a “Did you Know?” post about your service, highlighting a data point (distance or number of patients), a fun fact (how much food was served at your brat fry) or promoting a skill.
- Periodically share a “get to know the staff” post with a photo and information on that colleague, both professional and personal. “These are the people who could be caring for you in your time of need.”
- Create an event (on Facebook) and share, so the community is invited.

Photos and reels (vertical videos):

- Share high-quality, visually appealing photos and short video clips showcasing your personnel in action, community events, training sessions or equipment demonstrations.
- Utilize reels or short videos to deliver quick safety tips, CPR demonstrations, or highlight your involvement in community initiatives.

When and how to engage (respond, like, comment, share):

- Monitor social media channels regularly for comments, mentions and messages, aiming to respond promptly within 24-48 hours.
- Engage with followers by liking, sharing and commenting on their posts to foster a sense of community and build rapport.

What NOT to post:

- Avoid sharing sensitive patient information, including identifiable images or videos of patients without explicit consent.
- Refrain from posting controversial or divisive content that may alienate followers or undermine your organization's reputation.
- Exercise caution when using humor or sarcasm, ensuring it does not trivialize serious situation or offend followers.