



Social Media Toolkit for Local and MSM Pages

Social media can be a great way to interact with your local community, share news and the outstanding work you do, recognize employees, and showcase the unique offerings of your operation or base. This toolkit is intended to help you decide whether it makes sense to be on Facebook, how to set up your presence and run it effectively in conjunction with the national Facebook pages.

If you have any questions about the toolkit or using social media, please email the GMR Social Media Team at social@gmr.net.

What is a Local Page?

A local page is defined as a Facebook business page for a local base, operation, Fire Department or Membership Sales Manager.

Note: Membership Sales Manager pages should be used to represent the Membership Sales Manager who is marketing AirMedCare Network membership. These pages may not represent themselves as base pages, or as a larger part of the brand, and MSMs may only have one active page for the purposes of membership marketing.

Guidelines

The below guidelines have been set forth by the GMR Social Media Team as a way to ensure quality control and mitigate liabilities through social media. Failure to follow these guidelines could result in the removal of a local page.

- Local pages are not permitted on **any** social media platform outside of Facebook (including, but not limited to Twitter, LinkedIn, Instagram, TikTok and YouTube). **If a local page exists on these channels, it will need to be removed.**
- All new page requests must have approval from the following personnel:
 - Operations Manager (ground)
 - Program Director (air)
 - Area Director and Operations Director (MSM)
 - GMR Corporate
- **The GMR Social Media Team must be contacted to create all local pages.** This allows the page to be created in Facebook Business Manager and provides the team with admin access to the page. If the page is already in existence outside of the GMR Facebook Business Manager, admin access must be provided to social@gmr.net so the page can be moved into the corporate account.

Questions to Ask Before Requesting a Page:

- Is there a dedicated person who has the time and interest to manage a Facebook page?
 - Managing a page takes approximately 30 minutes per day, so take this time commitment into consideration.
- Do you have a clear goal for the page?



- Think about what kind of information you want to share and what kind of resource you hope to be for your local community.

Contact the GMR Social Media Team at social@gmr.net to begin the page creation process.

New Experience Page

Facebook has begun migrating its page format from “Classic Page” to “New Experience”. Below are a few changes that come along with the new format:

- Easier access to your page – this access gives you the ability to switch between your local public-facing page and an individual profile, so you can manage your local page and profile separately.
- Professional dashboard - the central hub that houses your pages insights, management tools, settings, etc. all in one place.
- Page access – under the New Experience, there are no longer moderators or editors, just page admins with either “task” or “Community Manager” access.

You can find more information regarding the new page experience [here](#).

Page Creation and Set-Up

- To request a Facebook page, email social@gmr.net with the following information:
 - The email address you use to login to Facebook (**You must have a Facebook account to complete the page setup**)
 - Your local brand, and the address of your local operation or base
- The GMR Social Media Team will respond back verifying that you have read and agree to these guidelines outlined in this document, and that proper approvals have been secured. Once a response is received affirming these items, the page will be created and you will be added as an admin.
- Once you receive access to your page, you will need to complete the set up by adding the following:
 - Page Intro/Bio - review your page description and customize or add on to add a local touch.
 - Ex: The local operation of American Medical Response, serving the greater [CITY] area since [YEAR]. We provide 911 emergency medical response and ambulance services, including inter-facility transport
 - Profile Picture and Cover Photo
 - For bases/operations, the use of your brand logo is recommended. MSMs should use an appropriate headshot and should not use logos as a profile image, as this is reserved for use by local bases/operations.

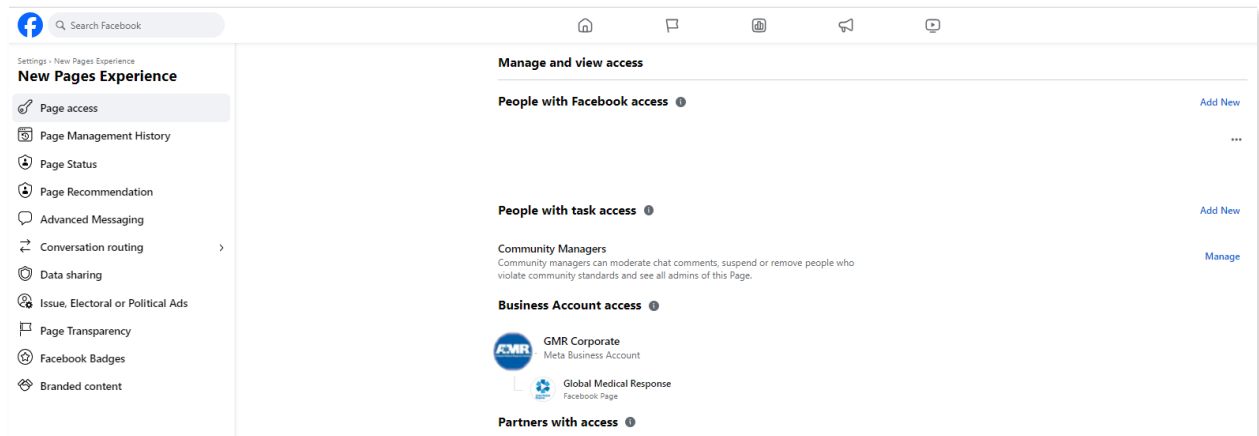
Note: The GMR Social Media Team automatically turns of reviews and marks price as unspecified. Please do not revert these settings, as negative reviews you receive cannot be deleted.

- Invite colleagues, family and friends to like the page by sending them a link to the page or inviting them via Facebook.
- The GMR Social Media Team can provide you with a welcome graphic available for your use for your first post on the page.

Adding/Removing Social Media Admin and Managing Page Access

Local base/operations pages can add other local personnel as page contributors by doing the following:

- When switched into the local page, click **Settings**. On the left-hand side, click **New Page Experience**. This will take you to Page Access. Assign the level of Facebook access for the social admin by selecting **Add New** to the appropriate field. Enter the person's name or email address, choose the role (full control, partial access, task access, community manager, etc.) and click **Add**. Type your Facebook password, then click **Confirm**. This person will receive a notification and must accept the invitation to become a social admin.
 - To remove a social admin from the page, click the three dots by the person's name then click **Remove From Page**.



Learn more about Facebook Page access and roles [here](#).

Note: Please notify the GMR Social Media Team or your regional point of contact when adding or removing social admins to your local Facebook page. For additional assistance, please contact social@gmr.net.

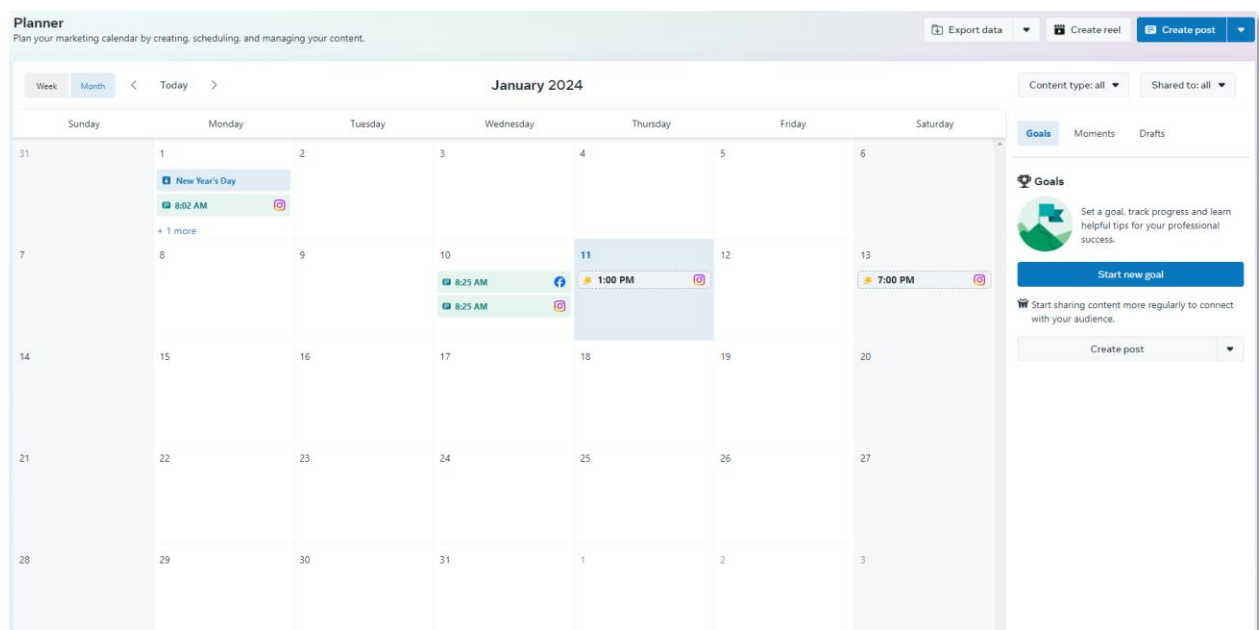
Posting and Content Resources Available for your use

All local Facebook page admins should receive the GMR Social Spotlight, a monthly email newsletter that includes content provided by the GMR Social Media Team. If your social admins have not received the GMR Social Spotlight, please reach out to social@gmr.net to be added.

- Facebook allows you to post content in a variety of formats:
 - **Text-only:** Type or paste your text into the text box and click Post.
 - **Sharing URLs:** Copy the link you want to share, then paste it into the text box. A link preview (usually with a photo) will be generated automatically. Delete the link in the

text box (your link will still be there! It's just reformatted as a link preview), then type any additional text you may have for your post click Post.

- **Photos:** Click the Photo/Video tab, then click Upload Photos/Video. Find your file and upload it. You can add additional photos to the post by clicking the plus sign and uploading another photo. When you're done, type or paste in the text for the post and click Post. Once your post is up, you can click the individual photos and add captions, if you wish.
- **Video:** Follow the same process as above for uploading a single video.
- **Scheduling and managing content:** Schedule and manage your upcoming content beforehand by using the Planner tool, located in your page's Meta Business Suite.



Writing Your Own Content

While the GMR Social Media Team and regional day-to-day point of contacts plan and create content for local operation's use, it is the day-to-day activities and milestones that make your page special! Social media is a great way to highlight your team members and the wonderful work they do in the communities they serve. When crafting content for your local page, please be cognizant of sensitive information (regarding patients and hospital partners) and focus on the positive! Career milestones, team events and community engagement should be at the forefront of your content.

Remember you can engage your GMR regional point of contacts for assistance with creating content and for feedback!

- [Zachary Russell](#) – Pacific Region
- [Cedrique Flemming](#) – Northwest, Southwest Regions
- [Kelly Watson](#) – South, Southeast, Northeast Regions

DOs

- Aim to post 2-3 times per week.
- Feature a variety of topics, such as images of local crews, relevant news articles, community events, or content shared from the national pages.
 - **Note:** Avoid adding any additional information to captions of news articles you share that involve a patient save, as this could constitute a HIPAA violation. If you are unsure if your post will violate privacy laws, please contact social@gmr.net or compliance@gmr.net for assistance.
- Utilize your Pages Feed to like and share what is being posted by brands that your page is following.

DON'Ts

- Don't post more than twice in one day, posting too frequently can lead to a drop in engagement and followers.
- Don't post photos containing patients, patient information or detailed descriptions of calls that might include identifying information.
 - **Note:** If a patient contacts you wanting to share their story or submits photos from a reunion, please reach out to social@gmr.net so we can secure the proper paperwork.
- Don't share content that demonstrates unsafe or unprofessional behavior, such as photos or video mid-transport/flight.
- Don't share content that does not uphold the standards or integrity of our accrediting bodies.
- Don't post confidential, proprietary or other sensitive information.
- Don't use photos that are trademarked/copyrighted. If you don't have a photo that you or a colleague took to use, try searching "open use" photos on [Wikimedia Commons](#), [Flickr Commons](#) and [Creative Commons](#).
- Don't post photos with heavy text, e.g., a photo of an actual press release, a recruiting flyer, etc.
- Don't post images from staged training or awareness events (i.e. 'every 15 minutes' events at high schools) without a caption on each picture uploaded that includes a disclaimer that this was a staged event/training, and not a real call.

Utilizing Hashtags with your Posts

By using hashtags, we can categorize specific posts for people who may be interested in our brands and industry. When utilizing hashtags, think to yourself what keywords fit the particular post. Below are some frequently used hashtags that may be helpful to increasing post reach and engagement.

Frequently used hashtags:

- Employee/Community focused: *#ONETEAM*, *#ONEGMR*
- Earn While You Learn: *#EWYL*
- At a Moment's Notice: *#AAMN*
- Hiring Heroes/Military: *#HiringHeroes*
- EMS for Life (career milestones): *#EMSforLife*

Monitoring and Responding

It is important to review all comments on your posts, posts that people tag your page in, and direct messages that are sent to your page. You can find these in the Inbox and Notifications tabs in the admin ribbon along the top of your page, and review these under your page's Meta Business Suite.



In most cases, you'll want to respond to those comments. Responding to people helps followers stay interested in what you have to say because you've demonstrated that you also care about what they have to say. Over time, consistent engagement with your fans builds a healthy community on your page.

If a situation is escalating on your page, please notify your ops or base manager, Regional Director, and social@gmr.net immediately.

DOs

- Respond in a timely manner to posts and direct messages.
- Amplify positive engagement/reward users for engaging with you. Respond to say “thanks” and/or like their comment.
- Hide posts (hiding means that only the person who posted the comment, and their friends, can see it, but is not visible to anyone else) when a post contains foul or derogatory language, or the post is clearly spam and would not be of interest to your community.
- Take things offline to resolve sensitive issues. If you think a conversation would be more appropriate to have privately (such as a patient concern), ask them to please send you a direct message as it could become a Legal or Compliance issue.

DON'Ts

- Don't respond to trolls or respond in anger/sarcasm – remember, people can take screengrabs of anything you post so nothing is ever really gone even if you delete it.
- Don't set up autoreply on your inbox – messages sent by community members might be sensitive to an ongoing situation and automatic replies can deter community relationship.
- Don't hide or delete posts simply because you don't like them or because they are critical. It's important to show that we accept both positive and negative comments on the page, as this transparency builds consumer trust in our company.
- Don't post any information that could identify a patient/violate HIPAA policy.

Insights

Insights provide information about your Page's performance. Here you can explore information like demographic data about your audience and how people are responding to your posts. Utilize Page Insights to:

- Understand how people are engaging with your Page.



- View metrics about your Page's performance.
- Learn which posts have the most engagement and see when your audience is on Facebook.

To see Page Insights:

1. Log into Facebook, then click your profile photo in the top right.
2. Click See all profiles, then select the Page you want to switch into.
3. Click Insights in the left menu.

Key Metrics to watch:

- Page followers – number of people following your Page.
- Post reach – the number of people who saw any of your posts at least once.
- Post engagement – the number of reactions, comments, shares and clicks on your posts.
- Top post – view your Page's top performing posts from the last 28 days.

Sharing Your “Good News” Stories

You and your colleagues do incredible work every day, and we like to share these “good news” stories on national channels so that they reach a bigger audience. We’d love to hear from you when your operation has something they’re proud of (clinical saves, Sentimental Journey events, etc.), so we encourage you to send your stories (and photos, if available) to social@gmr.net, even if you’re also posting about the story on your base or operation’s Facebook page.

Don’t forget to follow us!

Remember you can like, comment, and share content from the national pages to your local page.

GMR: <https://www.facebook.com/GlobalMedicalResponse>

Air Evac Lifeteam: <https://www.facebook.com/airevaclifeteam/>

Med-Trans Corporation: <https://www.facebook.com/MedTransCorp/>

Guardian Flight: <https://www.facebook.com/guardianflight/>

REACH: <https://www.facebook.com/REACHAirMed/>

AMR: <https://www.facebook.com/AMRAmericanMedicalResponse/>

AirMed International: <https://www.facebook.com/airmedintl/>

Rural Metro Fire: <https://www.facebook.com/RuralMetroFireDepartment/>

AirMedCare Network: <https://www.facebook.com/AirMedCareNetwork/>