LIFE SAVING.
LIFE CHANGING.

Emergency Medical Services

SOCIAL MEDIA GUIDE

TEXAS
Health and Human Services

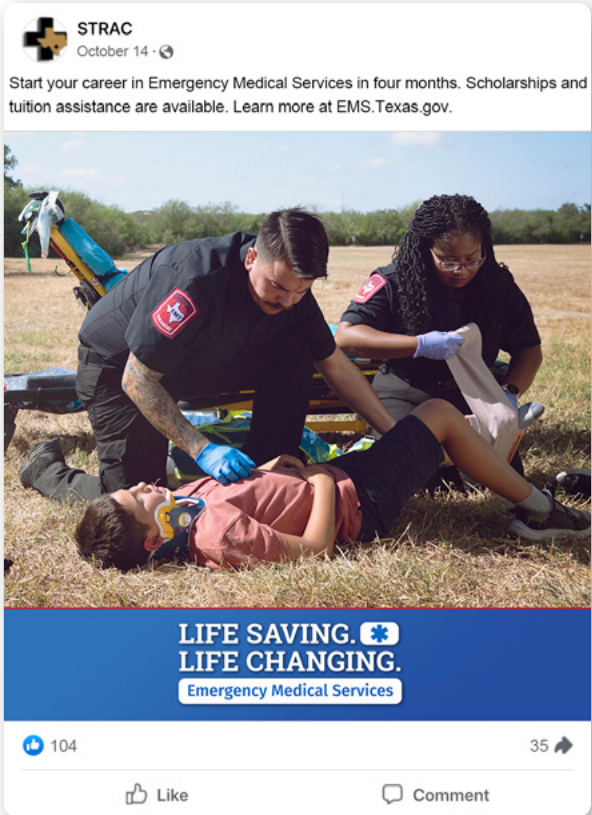Texas Department of State
Health Services

In our digital age, social media platforms are essential for sharing important messages. This EMS social media guide includes recommended copy and images for posting on Facebook and Instagram to recruit EMS personnel.

These resources are customizable and designed to streamline your social media efforts. Using these resources also maintains consistency and synergy with the Texas EMS "Life Saving. Life Changing." campaign, which was developed with statewide research conducted by the Texas Department of State Health Services.
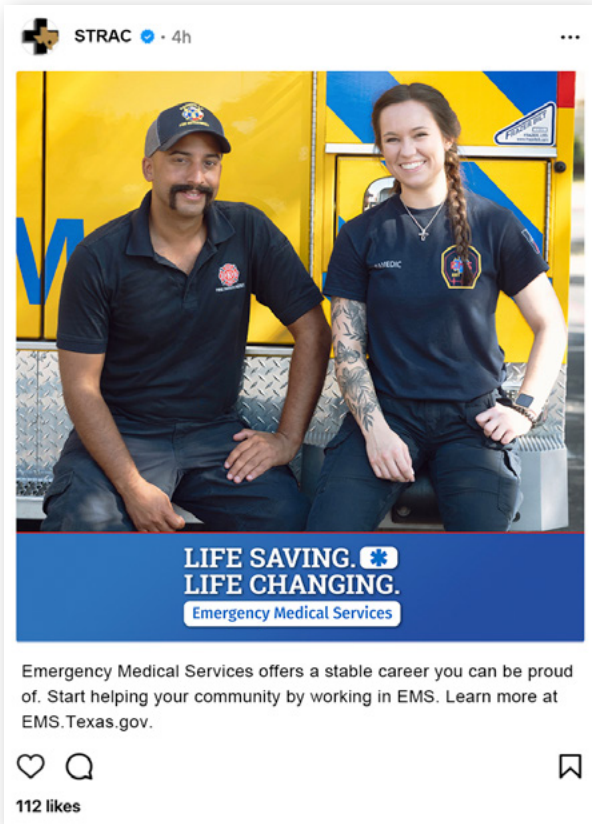
This guide contains a collection of social media posts that mirror the DSHS Texas EMS outreach campaign. Images are preformatted and include the campaign graphic tagline. Simply add your web address to personalize the post copy.

- **Images provided are sized to prevent issues with cropping, blurring or misalignment.**

- **Images and videos provided are a high resolution to avoid image pixelation.**

- **Post copy options are engaging, concise and include a call-to-action to drive a response.**

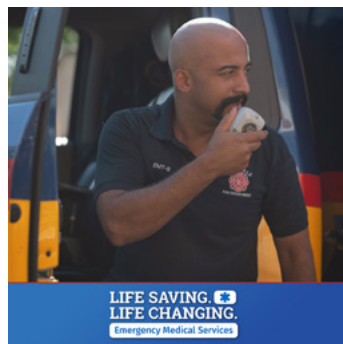- **Post copy options also align with the DSHS campaign.**
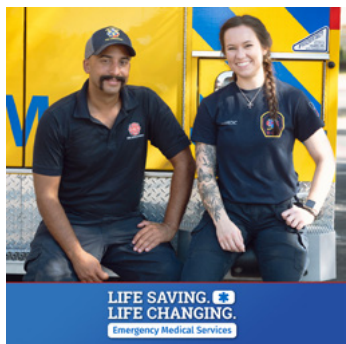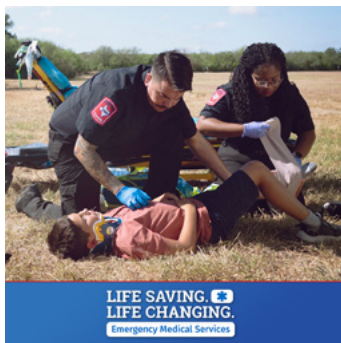

Facebook

Instagram

Choose from these post copy options for social media.

- **OPTION 1:** Start your career in Emergency Medical Services in four months. Scholarships and tuition assistance are available. Learn more at EMS.Texas.gov.

- **OPTION 2:** Our Texas communities will always need Emergency Medical Services workers. Why not become one? Learn more about starting an EMS career at EMS.Texas.gov.

- **OPTION 3:** Make a difference in your community. Start a career in Emergency Medical Services in as little as four months. Visit EMS.Texas.gov.

- **OPTION 4:** Scholarships and tuition assistance are available for Emergency Medical Services certification programs. Learn more about starting an EMS career at EMS.Texas.gov.

- **OPTION 5:** Want a career that is nearly recession proof? EMS workers are always needed in our communities. Explore opportunities in Emergency Medical Services at EMS.Texas.gov.

- **OPTION 6:** Start a long-term career in just 4 months. Help your community by working in Emergency Medical Services. Learn more at EMS.Texas.gov.

- **OPTION 7:** Emergency Medical Services offers a stable career you can be proud of. Start helping your community by working in EMS. Learn more at EMS.Texas.gov.

- **OPTION 8:** Scholarships and tuition assistance are available to help you start a career in Emergency Medical Services. Get certified in as little as four months. Visit EMS.Texas.gov.

- **OPTION 9:** Working in Emergency Medical Services, you make a difference in the life of each person you help. Learn more at EMS.Texas.gov.

- **OPTION 10:** A career in Emergency Medical Services allows you to advance from an emergency medical technician (EMT) to an advanced EMT, paramedic and licensed paramedic. Visit EMS.Texas.gov.

- **OPTION 11:** Scholarships are available to help cover EMS education and training costs. Initial training takes as little as four months! Visit EMS.Texas.gov.

- **OPTION 12:** When you choose a career in EMS, you can get certified and start working in as little as four months. Learn more at EMS.Texas.gov.

EMS SOCIAL MEDIA IMAGES

Select from these images formatted for social media and match them to the post copy of your choice.

Use these images when creating materials for non-social media use like flyers, digital banners, ads, etc. Please note, **these images are ONLY for non-social media use.**

EMS GENERAL USE IMAGES

Use these images when creating materials for non-social media use like flyers, digital banners, ads, etc. Please note, **these images are ONLY for non-social media use.**

QUESTIONS?

Is there a specific topic not mentioned in this guide that you would like to discuss? Please reach out to Texas DSHS EMS and Trauma Systems at **Team-Texas-EMS@dshs.texas.gov**