

## **SOCIAL MEDIA PACK (COMMUNITY COUNCIL LIAISON)**

We are asking Community Councillors to have their photographs taken with Public Access Defibrillators (PADs) in their local communities to help promote the Scottish Ambulance Service's **Registration to Resuscitation** campaign.

We need Community Councillors to...

- 1. Identify PADs in their community (e.g. in a school, community centre, church hall, leisure centre, library etc.)**
- 2. Check with the owners/custodians that they have been registered with Scottish Ambulance Service**
- 3. Have their photograph taken beside one (and custodian if possible)**
- 4. Share the photograph on social media**

### **Twitter**

When Tweeting PAD pictures, please include...

- 1. #Defib registered at<location pin emoji> [*Place Name, Postcode*]**
- 2. bit.do/r2r** (link to PAD registration page - shortened)
- 3. @Scotambservice** (Scottish Ambulance Service Twitter handle)
- 4. #R2R<keyboard emoji and red heart emoji>**

For example...

See overleaf.

### **Facebook / Instagram / Website**

When sharing PAD pictures on Facebook, Instagram and websites, please include...

- 1. #Defib registered at<location pin emoji> [*Full Address, Postcode*]**
- 2. pad.scottishambulance.com** (link to PAD registration page)
- 3. #R2R<keyboard emoji and red heart emoji>**

We will endeavour to Like, Share or Re-tweet messages that include **@Scotambservice** and **#R2R** via our corporate social media accounts.

For further information, please email us at: [scotamb.communications@nhs.net](mailto:scotamb.communications@nhs.net).



# Tweet



**Scottish Ambulance** ✓  
@Scotambservice



#Defib registered at 📍 NHQ, Gyle Square, EH12 9EB. Not registered yours? Visit: [bit.do/r2r](https://bit.do/r2r)  
[@Scotambservice](#) #R2R 📄❤️



Reply to Scottish Ambulance