



Royal Flying
Doctor Service

QUEENSLAND SECTION



RFDS

AMBASSADOR PROGRAM

Social Media Toolkit

Use the following tools and resources to help light the way for your social media activity.

Key messages

How to talk about the RFDS (Queensland Section):

1. The Royal Flying Doctor Service (Queensland Section) provides excellence in, and access to quality aeromedical retrieval services, as well as essential primary and preventative healthcare to regional, rural and remote Queenslanders.
2. The RFDS delivers a broad range of essential primary and preventative healthcare services, including telehealth, mental health, oral health and health promotion.
3. For almost 100 years, the RFDS has had an enduring partnership with the people of Queensland. Without this partnership and the ongoing support of Queensland communities, the RFDS would be unable to provide the finest aeromedical and primary health care to the furthest corners of the state.

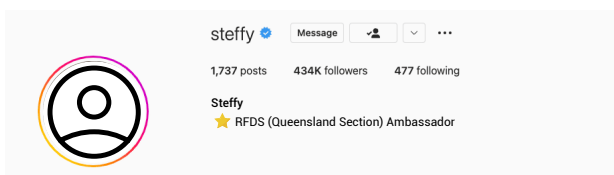
Quick Tips

How to showcase the #RFDSQld on your social channels

1. Follow us on social media



2. Add (star emoji) 'RFDS (Queensland Section) Ambassador' and tag @rfdsqld in your social media bio



3. Tag us

Tag the Royal Flying Doctor Service (Queensland Section) on your posts. Simply put an @ symbol and begin writing the name to tag us. A drop-down menu will appear; select the verified RFDS (Queensland Section) account.

Handles to tag

Facebook - @RFDSQld

Twitter - @RFDSQld

Instagram - @RFDSQld

LinkedIn - @RoyalFlyingDoctorServiceOfAustralia

4. Use our hashtags

#RFDSQLDAmbassador

#LightingTheWay

5. Share our content

Retweet, share and repost our content to help spread the word about the work that the RFDS does.

6. Create your own content

Share your personal stories, experiences and photos related to RFDS. Use the official hashtags and tag us in your posts so we can share them with our followers.

7. Participate in social media campaigns

Participate in our social media campaigns and initiatives to help raise awareness of the RFDS. We will provide social media graphics to support you along the way.

8. Stay informed

Stay up to date with the latest news from RFDS by subscribing to our newsletter and following our social media channels. [Subscribe here](#)



Sample social media messages

Keep your followers up to date during your ambassador journey.

I am proud to be a **#RFDSQLDAmbassador** as part of the **#LightingTheWay** program! I can't wait to contribute to the amazing work of the **@RFDSQLD** in improving the health and wellbeing of regional, rural and remote communities across Queensland.

#LightingTheWay #RFDSQLDAmbassador

As a **#RFDSQLDAmbassador**, I'm committed to raising awareness of the challenges faced by regional, rural and remote communities in accessing essential healthcare services. Join me in supporting **@RFDSQLD** and helping to ensure that everyone in Queensland has access to the care they need, regardless of where they live, work or travel.

#LightingTheWay #RFDSQLDAmbassador

Just completed my induction as a **#RFDSQLDAmbassador** and I'm so excited to get started! I'm honoured to have the opportunity to help light the way towards a better future for regional, rural and remote communities in Queensland.

#LightingTheWay #RFDSQLDAmbassador

Had the privilege of visiting a **@RFDSQld** base today and seeing firsthand the amazing work they do in providing emergency care to people in regional, rural and remote areas. Feeling grateful to support an organisation that makes such a difference in people's lives every day.

#RFDSQLDAmbassador #LightingTheWay

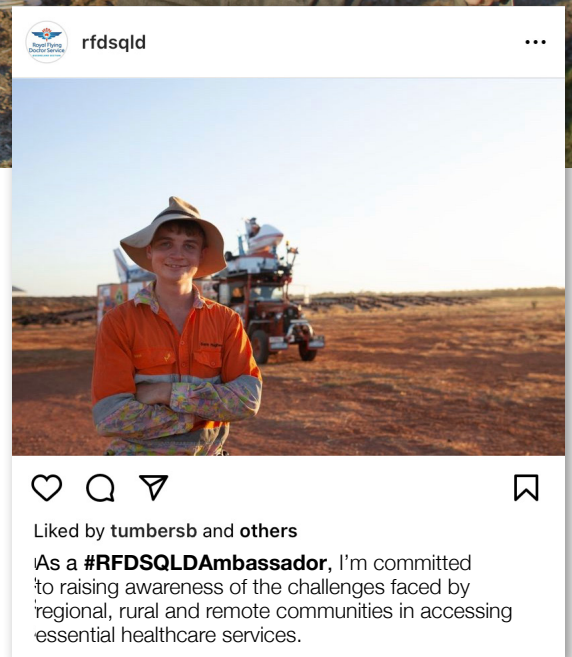


Post ideas

Need some inspiration?

We have developed a collection of post ideas to help you create content during your ambassadorship.

- Share a photo of you wearing your Akubra when you receive your RFDS Ambassador Welcome Pack.
- Share a photo of you with other ambassadors or RFDS staff after you complete your ambassador training/induction.
- Share a behind the scenes photo after a visiting a RFDS base.
- Share a photo of you attending or speaking at a RFDS event in your region.
- Share a story of a patient you met while volunteering with the RFDS. Highlight how RFDS was able to make a difference in their life.
- Share a post that raises awareness about the importance of the RFDS (Queensland Section) in providing healthcare services to Queensland communities. E.g., RFDS Mobile Dental Unit.
- Support RFDS campaigns and initiatives like the RFDS Local Hero Awards or Rescue Swag.
- Provide information about the services offered by the RFDS and encourage your followers to spread the word.
- Share a news article or other media coverage that highlights the work of the RFDS and add your own thoughts or commentary.



Social media tiles

We have developed a range of social media tiles in varying sizes depending on the platform to be used. Additionally, more graphic materials for specific campaigns can be found [here](#).





Contact

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Connect with us    