

SOCIAL MEDIA CAMPAIGN



PURPOSE:

Increase awareness and engagement for the CAA Stars of Life Celebration through social media platforms. This package includes sample posts and hashtags to help amplify the event and nominations.

KEY HASHTAGS

#CAAStarsofLife #EMSExcellence #OurEMSStars #CelebrateEMS #StarsofLife2025

PRE-EVENT

Highlight nominees with headshots, their role, and a brief bio/reason for nomination.

Countdown Graphics: Create excitement with "10 Days to Stars of Life!" countdown posts.

Post 1:

Meet Our Star Nominee!

We are proud to nominate [Nominee's Name], [Job Title], for the 2025 CAA Stars of Life Celebration! Their dedication and excellence inspire us every day.

Help us celebrate this incredible EMS professional!

Learn more about the program: [CAA website/link]

#CAAStarsofLife #OurEMSStars
#EMSExcellence

Post 2:

A Hero Among Us

Join us in honoring [Nominee's Name] as they represent [Company Name] at the CAA Stars of Life Celebration! Their commitment to serving our community is unmatched.

Thank you, [Nominee's Name], for being a shining star!

#CAAStarsofLife #CelebrateEMS
#EMSExcellence

DURING EVENT

Share photos of your nominees at the Capitol or receiving their awards.

Use videos to capture the energy and pride of the event (e.g., interviews or behind-the-scenes clips).

Post 1:

Today's the Day!

We're celebrating our incredible nominee, [Nominee's Name], at the CAA Stars of Life Celebration in Sacramento! Thank you for making a difference every day.

Follow along as we honor EMS heroes statewide!

#CAAStarsofLife #EMSExcellence
#OurEMSStars

Post 2:

Honoring Our Star

[Nominee's Name] is at the State Capitol today, being recognized for their outstanding contributions to EMS and our community.

Join us in celebrating their achievements!

[Insert nominee photo or event image]

#CAAStarsofLife #CelebrateEMS
#OurEMSStars

POST EVENT

Share group photos of the team celebrating your nominee.

Use a carousel post on Instagram or Facebook to show highlights from the event.

Post 1:

A Proud Moment for [Company Name]!

We are thrilled to have celebrated [Nominee's Name] at the CAA Stars of Life Celebration. Their dedication and service to our community shine brightly!

Congratulations, [Nominee's Name]!

#CAAStarsofLife #EMSExcellence
#OurEMSStars

Post 2:

Thank You, [Nominee's Name]!

Your recognition at the CAA Stars of Life Celebration reflects your hard work, compassion, and impact on our community. We are so proud to have you on our team!

#CAAStarsofLife #CelebrateEMS
#OurEMSStars

PRESS RELEASE TEMPLATE



INSERT DATE

FOR IMMEDIATE RELEASE

Contact: [Your Name]

Email: [Your Email Address]

Phone: [Your Phone Number]

[Company Name's] Star [Star Name] Honored in Sacramento as a 2025 Star of Life

Sacramento, CA—This March, the California Ambulance Association (CAA) will honor extraordinary EMS professionals during its annual Stars of Life celebration, taking place in Sacramento, CA, on March 10, 2025. [Star Name] of [Company Name] will be recognized as one of the 2025 Stars at this prestigious event.

The Stars of Life program celebrates the dedication and heroism of EMS professionals while highlighting the essential role they play in our healthcare system. During the event, the honorees will receive medallions and plaques in gratitude for their lifesaving and life-sustaining efforts. Additionally, the Stars, accompanied by their families and executive hosts, will engage with members of California's General Assembly and congressional aides to discuss key policy issues affecting emergency medical services.

This year, [Company Name] is proud to announce that [Job Title] [Star Name] has been selected as a 2025 Star of Life. "[Insert a quote from your CEO or executive, e.g., 'We are incredibly proud of [Star Name's] dedication to providing exceptional care and service. This recognition is a testament to their unwavering commitment to our community,']" said [CEO Name], CEO of [Company Name].

About [Star Name]

[Job Title], [Company Name]

[Provide 1-3 paragraphs detailing the Star's background, accomplishments, and contributions. Highlight notable moments, years of service, and specific instances where they went above and beyond in their role.]

INSERT STAR
PHOTO

California Ambulance Association President Jaison Chand stated, "EMS professionals work tirelessly around the clock to deliver critical out-of-hospital care when it's needed most. We honor this year's Stars of Life and extend our gratitude for their dedication and service to communities across the state and beyond."

About [Your Company Name]

[Provide a brief paragraph with your organization's history, mission, and the geographic areas you serve.]

About the California Ambulance Association

The California Ambulance Association (CAA) is dedicated to serving as the voice and resource for emergency medical services providers throughout California. Through advocacy, education, and recognition programs like Stars of Life, the CAA supports the growth and professionalism of the EMS industry while ensuring the highest level of care for patients.



CALIFORNIA AMBULANCE ASSOCIATION

HONORING OUR HEROES CELEBRATING EXCELLENCE

MONDAY, MARCH 10, 2025 | SACRAMENTO, CA

The California Ambulance Association's Stars of Life Celebration is the state's premier event dedicated to recognizing and honoring the exceptional professionals in ambulance services. This prestigious celebration highlights individuals who go above and beyond the call of duty, make a meaningful impact in their communities, and advance the EMS profession.

STARS OF LIFE RECOGNITION

Honorees will receive:

- Stars of Life Medal
- Stars of Life Uniform Pin
- Stars of Life Medal Plaque
- Legislative Certificate
- Recognition in the Stars of Life Yearbook

