

You're RapidSOS Ready – Spread the Word!

Showcase your agency as an industry leader paving the path to faster, more intelligent emergency response.

Thank you for your dedication to protecting our communities. In honor of our partnership and shared commitment to transform emergency response, your agency is now recognized as RapidSOS Ready.



What?

RapidSOS Ready signifies a commitment to improving public safety through data-driven emergency response. It indicates that your agency is able to leverage life-saving data from over 350 million connected devices through the RapidSOS Platform to support your heroic work.

Why?

By announcing that you're RapidSOS Ready, you are positioning yourself as an innovative leader in public safety and joining a community of 5,000 agencies across the country that protect over 92% of the U.S. population.

Members of your community can also become RapidSOS Ready by signing up for a free [Emergency Health Profile](#) which enables them to share critical medical and profile information with your agency in the case of an emergency.

How?

This RapidSOS Media Kit will provide your agency with the tools and templates necessary for media and community outreach. Please use these materials to notify residents that your agency is using RapidSOS and to encourage them to sign up for an Emergency Health Profile.

We're grateful to support your life-saving work. If you have any questions about being RapidSOS Ready, how to use this media kit, or want to talk about other marketing opportunities, please contact your RapidSOS Engagement Manager.

All the best,
The RapidSOS Team

Media Kit Materials

Process	2
RapidSOS Company Description	3
RapidSOS Logos	3
RapidSOS Executive Bios	3
RapidSOS Ready Press Release Template	3
RapidSOS Ready Banner Template	3
Social Media Captions	4
Newspaper Ad Blurb	4
Emergency Health Profile One-Pager	4
Emergency Health Profile Press Release Template	4
Interview Talking Points	5

Process

- **Press Release:** Please share your press release with the RapidSOS marketing team (marketingteam@rapidsos.com) one week before your target release date, so RapidSOS can help promote your announcement on our social media channels as well – we want to highlight your agency’s life-saving work and spread the excitement about our partnership!
- **RapidSOS Ready logo:** After publicizing the partnership, please incorporate the RapidSOS Ready logo onto your website and/or other agency materials.
- **PR Opportunities:** RapidSOS is happy to provide a spokesperson for press related inquiries. If an opportunity arises, please contact jcarney@rapidsos.com to share information about the opportunity at least one week prior to the conversation with the media outlet.

RapidSOS Company Description

This document includes a short, medium-length, and long version of RapidSOS's company description. Agencies may use this in their training materials, marketing collaterals, or share with media outlets and other external audiences.

RapidSOS Logos

This folder includes the RapidSOS and RapidSOS Ready logo in different colors and orientations. If you would like to use any of the logos included, please follow the brand guidelines within the folder.

RapidSOS Executive Bios

This document includes the biographies of select members of RapidSOS's leadership team who can serve as spokespeople for any media opportunities that arise.

RapidSOS Ready Press Release Template

We encourage agencies that are RapidSOS Ready to publish a press release using this template to announce their partnership with RapidSOS. This will help inform your jurisdiction's residents that your agency is now leveraging next-generation technology to receive additional emergency data and deliver faster, smarter response.

Agencies can also leverage this press release template to encourage residents to become RapidSOS Ready by creating their own Emergency Health Profile to send medical profile information to 9-1-1 during an emergency.

RapidSOS Ready Banner Template

This banner template can be used as a visual to accompany your agency's press release and/or social media postings on LinkedIn, Facebook, and Twitter.

You will find the RapidSOS Ready template in both .ai and .png format. The .png file serves as an example use case of the template. The .ai file is an editable file you may utilize to add your agency's name to the banner.

When utilizing the template, please follow these guidelines:

Please refrain from editing locked elements of the template such as layout, font size, style, and color, placement of the RapidSOS Ready logo, and placement of the text. Agencies may edit the text within the parenthesis (i.e. “[Agency Name]”) to personify the template.

Social Media Captions

This document contains social media caption suggestions to accompany your agency’s press release. The goal is to encourage other agencies to join you in becoming RapidSOS Ready and urge residents in your community to become RapidSOS Ready by creating their own Emergency Health Profile.

Newspaper Ad Blurb

This document is a template that agencies may leverage in newspaper ads. The template announces that your agency is now RapidSOS Ready. It also encourages residents to sign up for a free Emergency Health Profile to deliver critical health information to first responders in an emergency, enabling emergency services to arrive on-scene better informed.

Emergency Health Profile One-Pager

This document offers an overview of the free Emergency Health Profile, instructions to sign up, FAQs, and reasons to sign up. Agencies may distribute this document publicly and use it to encourage residents to become RapidSOS Ready.

Emergency Health Profile Press Release Template

We encourage RapidSOS Ready agencies to urge residents in their jurisdiction to become RapidSOS Ready by creating their own free Emergency Health Profile. Agencies may publish a press release using this template to let residents know the value and importance of being able to securely deliver critical health and medical information to 9-1-1 during an emergency.

Interview Talking Points

If your agency receives an interview request, please reference the following key talking points outlined in this document when addressing your partnership with RapidSOS. RapidSOS is also open to interviewing opportunities – if an opportunity arises, we kindly ask that you share an interview brief and schedule an internal preparation meeting with the RapidSOS team at least 3-5 days prior to the conversation with the media outlet.