



News
News releases and statements
Summer season sees peak in alcohol-related incidents in London
Lone female paramedic assaulted while on duty
Advice on what to do after an acid attack
Response to the Government's announcement on new ambulance service standards
Patients receiving outstanding care from London Ambulance Service
Statement on fire in North Kensington
New Chief Executive joins London Ambulance Service
Statement on incident at Westminster
London Ambulance Service releases 999 call to show shocking abuse of call handlers
London Ambulance Service 111 call centre rated 'good' by health regulator
Investigation launched following computer outage
A busy night for London Ambulance Service as London welcomes in the new year
Noel retires on Christmas Eve
Getting drunk is not a game, says London Ambulance Service's festive campaign
London Ambulance Service chief executive retires
Unprecedented 999 demand as London Ambulance responds to record numbers of patients
London Ambulance Service staff celebrate service
Ambulance medic celebrates more than 40 years of service
Ambulance medic honoured for more than 40 years of service

London Ambulance Service marks 100,000 followers milestone

15 August 2017

London Ambulance Service has today (15 August) reached 100,000 followers on Twitter – making it the most popular NHS Trust account in the UK.

The @Ldn_Ambulance account was set up in 2009 to share news directly with patients, Londoners and stakeholders and to keep people informed about major incidents across the capital.

Chief Executive Garrett Emmerson said: "It's not just about sharing the latest updates from the scene of incidents; we use Twitter to recruit the best staff, give health care advice, influence how people use the 999 system and promote the clinical skills and expertise of our staff.

"We want to thank all our followers for their support and their interest in the Service. From likes, retweets and messages of praise, it means a lot to our ambulance crews, control room and support staff."

The Service's use of social media is continuing to expand and it now has specialist and local borough accounts on Twitter as well as Instagram, Facebook and a YouTube channel.

Garrett added: "The way people get their news has rapidly changed in the last few years. Social media channels like Twitter makes us much more accessible and accountable and allows us to engage directly with our audience.

"Evaluation of our campaigns shows that Twitter is also one of the most effective ways to influence behaviour. Our social media campaigns have helped double the number of applications to work for the Service as well as reduce alcohol related demand.

"We will continue to invest in our social media channels, giving our followers an insight into what it's like to be a part of the UK's busiest ambulance service."

Since its launch the Services has posted nearly 16,000 tweets; with the most popular featuring statements following the attacks on London Bridge, promoting the Service's commitment to our LGBT workforce and giving a nod to #InternationalCatDay.

In celebration of the milestone, the Service has released a celebratory film featuring staff across the organisation thanking followers for helping them to reach the 100,000 mark.

Ends

- Between May 2017-July 2017, @Ldn_Ambulance had on average 7 million impressions and 5,000 mentions per month.
- London Ambulance Service NHS Trust is the busiest emergency ambulance service in the UK that provides healthcare that is free to patients at the time they receive it.
- We have over 4,500 staff, who work across a wide range of roles based in 70 ambulance stations.
- We serve more than eight million people who live and work in the London area.
- For more information, media enquiries or interview requests please contact the Communications Team on 020 7783 2286 or communications@londonambulance.nhs.uk
- Follow us on [Twitter](#) and like us on [Facebook](#) for the latest news and information.

London Ambulance [@Ldn_Ambulance](#)
The London Ambulance Service's official Twitter feed. Bringing you the latest news on our work in the capital.
London londonambulance.nhs.uk
915 Following 100K Followers
Tweets Tweets & replies Media Likes

Paying tribute to Eric Roberts, Unison Branch Secretary

Two hundred new ambulance vehicles for London

Paramedics half-century of saving lives in London

Statement - Road traffic collision on Ladbroke Grove

Statement - Croydon tram incident

London Ambulance Service medics attacked with fireworks

Remember Remember stay safe this November

TV documentary prompts pizza praise

Service joins 100 black taxis on the Children's Magical Taxi Tour

Annual public meeting Tuesday 27 September

London Ambulance offers viewers unprecedented access in new TV series

Lennard Road - Road Traffic Collision, 31 August 2016

Over 1000 people treated at Notting Hill Carnival

Fire in Harrow

Hundreds more clinical staff on the frontline but not enough people from BME backgrounds

Paramedics praise five year old boy for helping to save his nan's life

Hundreds more emergency calls in London because of hot weather

Paramedic features in latest Historic England exhibition

Thief steals London Ambulance Service bike

Remembering 7 July 2005

Chief Executive speaks at launch of Living on the Edge report

Eat, Drink and Be Safe as Euro 2016 kicks off

Paramedic honoured at Buckingham Palace

Incident in Russell Square, WC1

Smartphone app alert helps volunteer first aiders save a life

Ealing butcher praises London Ambulance Service medics for excellent care

Fire in Shepherds Bush

Increase in assaults on London Ambulance Service staff

Hero ambulance medic stops moped muggers in their tracks

London Ambulance Service gets ready for Notting Hill Carnival

Medic's bright idea makes ambulance crews even more accessible to blind patients

Incident at London City Airport

Incident at London City Airport

London Ambulance Service gears up for this weekend's Mad Friday

Skip the dreaded tinsel-itis and have your medication ready this Christmas

Ten years in the hot zone

Busiest night ever predicted for London Ambulance Service this New Year

Technical issues in our control room

London Ambulance medic honoured with Queen's Ambulance Service Medal

Don't get caught out in the cold, warns London Ambulance Service

Medics to provide life-saving support to refugee camps

Statement on incident in Southend Arterial Road

Prince Harry visits London Ambulance Service to launch Time to Talk Day

Innovator behind London's cycle paramedics praised at Healthcare Heroes exhibition

Fate brings man together with paramedic who helped save his life

Leadership team strengthened with two new non-executive directors

London Ambulance Service responds to Storm Doris

Card launched to improve safety of expectant mothers

Banker thanks life savers with charity run

New spit kits issued to track down offenders who spit at London's life savers

Prince William visits ambulance staff who treated patients in Westminster attack

Stock up on medication ahead of the long weekend, warns ambulance service

Statement following an incident on Warburton Road, E8.

London Ambulance Service appoints new Chief Executive

London Ambulance Service medic honoured at Buckingham Palace

Firefighter grants paramedic a final goodbye with fiancée

Paramedic who apprehended a violent criminal is awarded police commendation

Statement on the incident at London Bridge

Statement on the incident at Seven Sisters Road

Thousands more emergency calls during hottest week of the year

Investigation into 999 computer system outage on New Year's Day 2017

London Ambulance Service leads the way at Pride in London

Life-saving defibrillators rolled out across London thanks to emergency services partnership

Paramedic mugged by moped gang in London's West End

[London Ambulance Service marks 100,000 followers milestone](#)

We reveal the top London boroughs for alcohol-related incidents

Ambulance crews prepare for Notting Hill Carnival

Statement on the incident at Parsons Green

Medics reunited with premature twins they helped to safely deliver

Statement on incident in South Kensington

Prime Minister praises bravery of ambulance staff

Ambulance service stands with Croydon community to commemorate tram crash

Ambulance service comes together to remember the fallen

Paramedic shortlisted for Air Ambulance Paramedic of the Year

Statement in response to the Assaults on Emergency Service Workers Bill

Ambulance staff pay tribute to King's Cross fire victims 30 years on

Baby girl named after call handler who delivered her

[Over 1,300 years serving London](#)

[Police award brave ambulance man](#)

[Archbishop praises ambulance service after 'year of atrocities'](#)

[Extra ambulance crews on duty as Service braces itself for 'mad Friday'](#)

[While you're tucking into your turkey this Christmas, medics will be out saving lives](#)

[Busiest night of the year for 999 ambulance staff in London](#)

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