



9-1-1 Call Process Social Media Toolkit

If you have questions about this toolkit, please contact us at
communications@ecomm911.ca.

Summary

This campaign is designed to help educate the public on when to call 9-1-1, what to expect during the call, and the unique roles involved in the call process. By increasing public understanding of how 9-1-1 works, we aim to build confidence in callers and ensure they feel better prepared in an emergency. This campaign also provides our partners and community with ready-made content to help amplify this message.

To support this effort, we've created this social media toolkit that includes ready-to-use messaging, text-based graphics, video clips, photography, and other helpful materials. You're welcome to use the content as provided or adapt it to suit your channels and audiences. Thank you in advance for helping to amplify this important initiative.

F.A.Q.

What is included in this toolkit?

We've put together a collection of graphics, suggested social media captions (available in both English and French), video clips, and photography for you to use and share. The graphics are available in various sizes, optimized for each major social media platform. In addition, we've created a public-facing landing page where people can learn more about the campaign and the 9-1-1 call process.

Who is this toolkit for?

This toolkit was developed with our partner agencies in mind and includes suggested materials tailored for your use. However, we encourage you to share it with any other partners or community groups who may find it helpful. The content is intended to be widely shared, and you're welcome to modify or adapt it to best suit your audience and communication channels. A link to our toolkit is also available [on our website](#).

When is this campaign running?

This campaign will launch in November 2025 and will run into 2026. To support the campaign, we will also run sponsored social media advertising during this time. However, please feel free to use this content beyond that timeframe.

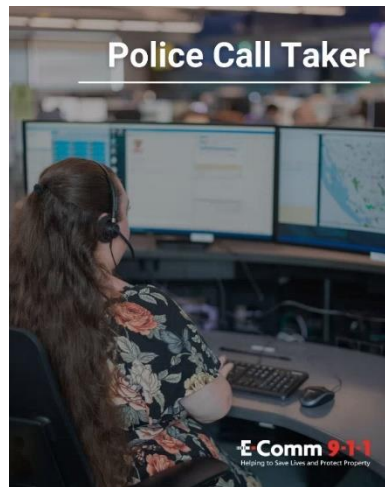
What is a landing page?

To support this campaign, we have created a dedicated webpage (ecom911.ca/calling911) that outlines when to call 9-1-1, what to expect when you call, and who is involved in the process. Please feel free to include this URL on your social media posts or point towards your online reporting tool.

Social Media Graphics

**** Click here to Download Social Media Assets ****

Examples



E-Comm 9-1-1 Social Handles

Please feel free to tag us in your posts so we can like, comment and interact:

- Twitter: [@EComm911_info](https://twitter.com/EComm911_info)
- Facebook: [@EComm911info](https://www.facebook.com/EComm911info)
- Instagram: [@ecomm911_info](https://www.instagram.com/ecomm911_info)
- LinkedIn: [@e-comm-9-1-1](https://www.linkedin.com/company/e-comm-9-1-1)
- YouTube: [@EComm911_info](https://www.youtube.com/EComm911_info)

Social Media Captions

Please feel free to use whichever caption/photo combination you wish.

Topic	Suggest Social Media Copy
General	When emergencies happen, 9-1-1 is here to help. Knowing what to expect if you need to call for police, fire or ambulance, is an important part of being prepared to react quickly in an emergency. Learn more about the 9-1-1 call progress at ecomm911.ca/calling911
	Lorsque des urgences surviennent, le 9-1-1 est là pour aider. Savoir à quoi s'attendre si vous devez appeler la police, les pompiers ou une ambulance est une partie importante de la préparation à réagir rapidement en cas d'urgence. En savoir plus sur le processus d'appel au 9-1-1 à l'adresse ecomm911.ca/calling911
General	Did you know that over 5,700 9-1-1 calls come into E-Comm 9-1-1 every day? Behind every call, a team of professionals works together, from the first operator to the dispatcher coordinating first responders on the ground, to keep communities safe and ensure the right help arrives quickly. Discover the full process at ecomm911.ca/calling911
	Saviez-vous que plus de 5 700 appels au 9-1-1 arrivent à E-Comm 9-1-1 chaque jour? Derrière chaque appel, une équipe de professionnels travaille ensemble, du premier opérateur au répartiteur coordonnant les premiers intervenants sur le terrain, pour garder les communautés en sécurité et s'assurer que l'aide appropriée arrive rapidement. Découvrez le processus complet à l'adresse ecomm911.ca/calling911
General	When seconds count, knowing how 9-1-1 works can make a difference. From the moment you call, trained professionals guide you through the process to get the right help quickly. Find out what to expect when you call 9-1-1 at ecomm911.ca/calling911

	Lorsque chaque seconde compte, savoir comment fonctionne le 9-1-1 peut faire une différence. Dès que vous appelez, des professionnels formés vous guident à travers le processus pour obtenir rapidement l'aide appropriée. Découvrez à quoi vous attendre lorsque vous composez le 9-1-1 à l'adresse ecomm911.ca/calling911
When to Call	Do you know when to call 9-1-1? 9-1-1 is for emergencies that require immediate help from police, fire or ambulance. If you are unsure whether your call is an emergency, opt on the side of caution and call 9-1-1. Learn more about when to call at ecomm911.ca/calling911
	Savez-vous quand appeler le 9-1-1? Le 9-1-1 est destiné aux urgences qui nécessitent une aide immédiate de la police, des pompiers ou des ambulances. Si vous n'êtes pas sûr que votre appel soit une urgence, privilégiez la prudence et composez le 9-1-1. Apprenez-en davantage sur le moment d'appeler à l'adresse ecomm911.ca/calling911
What Happens When You Call	Do you know what happens when you call 9-1-1? When you dial 9-1-1, an E-Comm 9-1-1 operator will ask if you need police, fire, or ambulance, and for what city or municipality. The 9-1-1 operator will then transfer your call to the appropriate agency where a call-taker will take the details of your emergency to have dispatched to first responders on the ground. Learn more about the roles involved in the call process at ecomm911.ca/calling911
	Savez-vous ce qui se passe lorsque vous composez le 9-1-1? Lorsque vous composez le 9-1-1, un opérateur d'E-Comm 9-1-1 vous demandera si vous avez besoin de la police, des pompiers ou d'une ambulance et pour quelles ville ou municipalité. L'opérateur du 9-1-1 transférera ensuite votre appel à l'agence appropriée où un préposé aux appels prendra les détails de votre urgence pour les transmettre aux premiers intervenants sur le terrain.

	En savoir plus sur les rôles participant au processus d'appel à l'adresse ecomm911.ca/calling911
Call Roles	Did you know that at E-Comm, 9-1-1 calls flow through three main work groups: the 9-1-1 Queue Operator, Call Taker, and Dispatcher? Each plays an important part in the 9-1-1 call process, working together to quickly assess your situation and get the right help on the way. Learn more about what happens when you call 9-1-1 at ecomm911.ca/calling911 Saviez-vous qu'à E-Comm, les appels au 9-1-1 passent par trois principaux groupes de travail : l'opérateur de la file d'attente du 9-1-1, le préposé aux appels et le répartiteur? Chacun joue un rôle important dans le processus d'appel au 9-1-1, travaillant ensemble pour évaluer rapidement votre situation et faire en sorte que l'aide appropriée soit en route. Apprenez-en davantage sur ce qui se passe lorsque vous composez le 9-1-1 à l'adresse ecomm911.ca/calling911
9-1-1 Queue Operator	Did you know that when you call 9-1-1, the first person you speak to is a 9-1-1 Queue Operator? Their role is to quickly confirm your location and determine whether police, fire, or ambulance services are needed—ensuring you're connected to the right agency as quickly as possible. If you're unsure which service you need, the Queue Operator will ask a few quick questions to direct your call. Learn more about the 9-1-1 call process at ecomm911.ca/calling911 Saviez-vous que lorsque vous composez le 9-1-1, la première personne à qui vous parlez est un opérateur de file d'attente du 9-1-1? Leur rôle est de confirmer rapidement votre emplacement et de déterminer si des services de police, de pompiers ou d'ambulance sont nécessaires, en veillant à ce que vous soyez connecté au bon organisme le plus rapidement possible.

	Si vous n'êtes pas sûr du service dont vous avez besoin, l'opérateur de la file d'attente posera quelques questions rapides pour orienter votre appel. En savoir plus sur le processus d'appel au 9-1-1 à l'adresse ecomm911.ca/calling911
Call Taker vs. Dispatcher	Do you know the difference between a 9-1-1 call taker and dispatcher? When you call 9-1-1, call takers ask questions in a specific order to understand the situation and get the best information possible. They start a file and work simultaneously with a dispatcher, who is the point person with first responders on the ground. The dispatcher shares real-time updates to help guide the emergency response and ensure the appropriate resources are deployed all while keeping everyone safe. Learn more about the 9-1-1 call process at ecomm911.ca/calling911
	Savez-vous la différence entre un préposé aux appels et un répartiteur du 9-1-1? Lorsque vous appelez le 9-1-1, les préposés aux appels posent des questions dans un ordre spécifique pour comprendre la situation et obtenir les meilleurs renseignements possibles. Ils ouvrent un dossier et travaillent simultanément avec un répartiteur, qui est la personne-ressource avec les premiers intervenants sur le terrain. Le répartiteur partage des mises à jour en temps réel pour aider à guider la réponse d'urgence et s'assurer que les ressources appropriées sont déployées tout en veillant à la sécurité de tous. En savoir plus sur le processus d'appel au 9-1-1 à l'adresse ecomm911.ca/calling911

Quick Facts

- E-Comm is the first point of contact for most 9-1-1 callers in British Columbia, answering 5,700+ calls per day, over 2 million calls per year. E-Comm also provides dispatch services for 70 police and fire agencies.
- 9-1-1 is for emergencies that require immediate help from police, fire or ambulance. If you are unsure whether your call is an emergency, opt on the side of caution and call 9-1-1.
- Medical calls requiring ambulance are transferred directly to BC Emergency Health Services (BCEHS) for medical call-taking and dispatch.
- At E-Comm, 9-1-1 calls flow through three main work groups:

9-1-1 Queue Operator: The first person you speak to is a 9-1-1 Queue Operator, whose role is to quickly confirm your location and determine whether police, fire, or ambulance services are needed.

Call Taker: If you request police or fire, the Queue Operator will transfer you to a police or fire call taker who will ask questions in a specific order to understand the situation and get the best information possible. They will get a file started and work with a dispatcher to get help on the way.

Dispatcher: The dispatcher is the point person between the call taker and first responders on the ground. They share real-time updates to help guide the emergency response and ensure the appropriate resources are deployed all while keeping everyone safe.