

## Promoting The Conversation Project on Social Media

At first, the TCP team wasn't sure if the content of our initiative was going to be a hit on social media sites like Facebook and Twitter. We didn't know if end-of-life conversations and advance care planning was going to resonate well with the larger social media audiences. Luckily, we've found that the human side of TCP has been well received by individuals, groups, and organizations on social media sites. We have a robust group of followers that often like, share, and promote our posts. Below we share some of our best tips for promoting TCP and advance care planning news and updates on social media.

- **Always use a visual.** People love seeing images that are associated with posts. They love being able to put a face to a name and see inspiring and emotional pictures that often go with the stories or articles being posted. You can always take a screen shot of a relevant image to add to a post.
- **Be consistent.** Don't let your followers go for weeks without hearing from you. Set a specific schedule and stick to it!
- **Interact and Engage.** Thank people for sharing or liking posts, follow up with individuals who have asked questions or sent private messages.
- **Activate your social network followers.** Tell people about ways they can get involved. Is there an upcoming event they can attend? Webinar series? Sign-up for the newsletter? Make your followers feel special, and like they are getting insider information on ways to get involved.
- **Keep it short:** Don't overwhelm your Facebook followers with text. Instead, do a quick headline with a photo that draws the reader in and makes them want to keep reading.