

Digital Training

Part 2

Becoming a Powerful Virtual Advocate:
How Can Your Online Presence Inspire Action?

Staying Stronger Together

C&C's new seminar series:

compassionandchoices.org/take-action/staying-stronger-together

**"Ask Me Anything" —
A Conversation With the Compassion
& Choices End-of-Life Consultants
Thursday, June 25, 2 – 3 p.m. ET**



Educate | Empower | Advocate

What You Can Expect

- This call is being recorded
- We will be taking questions during the call
 - Use the Q&A window
- After the call you will receive via email:
 - This presentation + social media toolbox



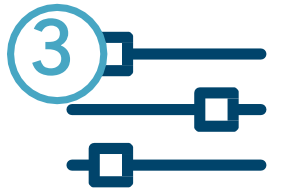
WELCOME



1 Welcome & Introductions



2 What are we going to learn?



3 Optimizing Content



4 Follower Strategies



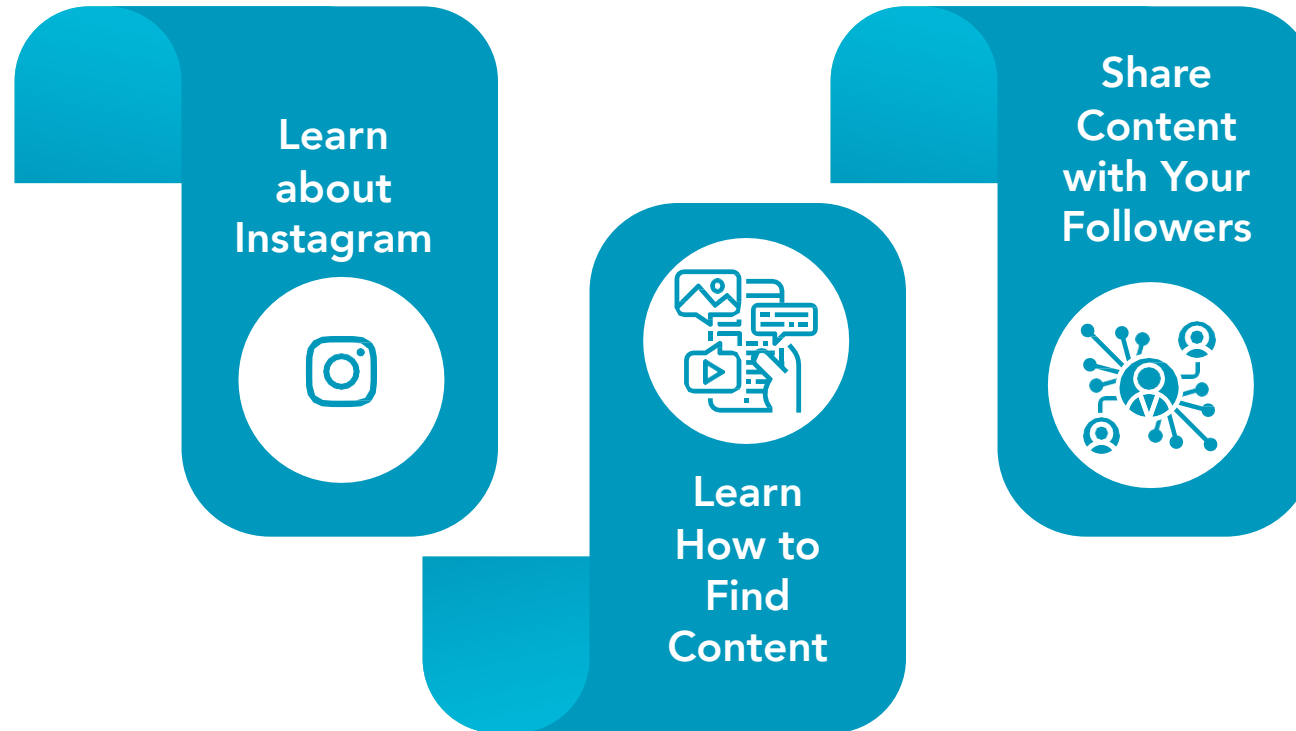
5 Instagram 101



6 Looking Forward:
YouTube + Tik Tok

BY THE END

You will be equipped with skills that will allow you to:



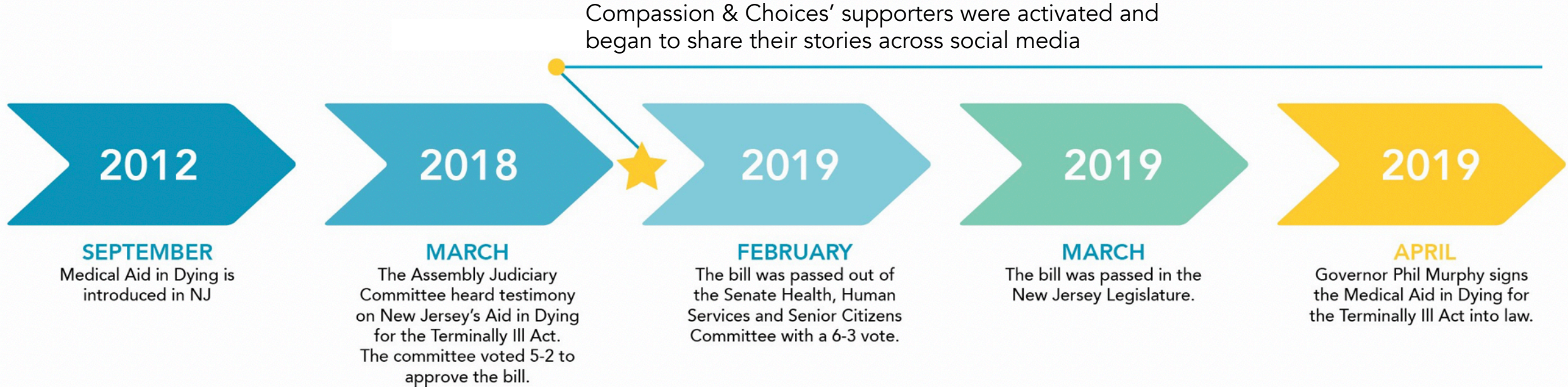
Thanks for joining Part 2 of our Webinar Training!

Have you created a Facebook or Twitter account yet?

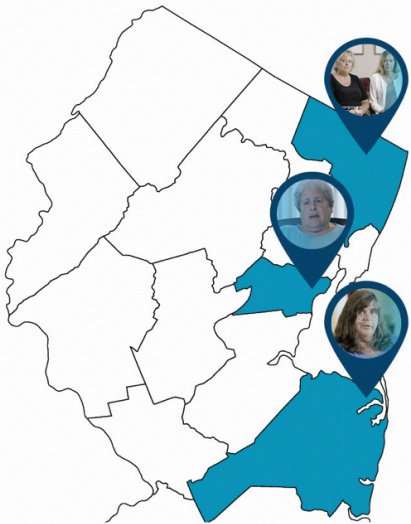
TAKE OUR POLL: QUESTION 1

Our New Jersey Strategy

Our campaign focused on telling the stories of families with loved ones affected by terminal illnesses who wish to live life to its fullest, but desire more end of life options should their condition become physically or mentally unbearable.



Our New Jersey Strategy



“MY HUSBAND WAS CONSTANTLY IN PAIN. THE MORPHINE TOOK THE EDGE OFF. It never took him out of pain, never...”
- Debra Dunn
#PassAidInDying

“People that would like to have aid in dying passed are people that love life and want to live it to the fullest up to the last day that they can.”
- Melissa Wilcox
#PassAidInDying

“I know there is going to come a time, at the end of this illness, where I’m going to encounter suffering. I would very much be relieved if I had the option to have medical aid in dying to die peacefully in my sleep.”
- Susan Boyce
#PassAidInDying
compassion & choices



The Star-Ledger

My sister Lizzy wanted me to tell her story for the simple reason that she didn’t want other people to suffer as she did. She loved life, and she wanted to depart it with dignity, and with family at her side.

#PassAidInDying

Supporters of Aid in Dying Legislation Include:

| | | |
|-----------------|--|--|
| The Star-Ledger | The Times | app. <small>PART OF THE USA TODAY NETWORK</small> |
| Daily Record | Courier Post <small>PART OF THE USA TODAY NETWORK</small> | THE PRESS OF ATLANTIC CITY |

#PassAidInDying

63% OF NEW JERSEYANS SUPPORT AID IN DYING

These three storytellers inspired stakeholders and journalists to share their experiences with end-of-life, creating a movement of support.

How Far Does A Post Reach?

Using the right hashtags and mentions can
expand the reach of your posts!

Your Voice Matters – Retweet!

Retweet the link that appears in your chat box of this Zoom!

#AidInDying

Your Voice Matters – SHARE CONTENT!

Looking for content to share on Facebook and Twitter?



Follow C&C's Facebook and Twitter pages



Explore new content by searching relevant hashtags



Read news articles Compassion & Choices and others share



Retweet content you support



Check your email for our social media toolbox at the end of this session

QUESTIONS?

Optimizing Content 101

Different platforms have different priorities for types of content



Facebook

Video most prioritized, photos valued too



Twitter

Images with tags and hashtags



Instagram
Images



Youtube

Videos over 10 minutes



TikTok

Videos under 1 minute

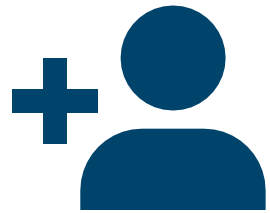
**PHOTOS AND VIDEOS MAKE THE MOST COMPELLING
CONTENT TO SHARE ON SOCIAL MEDIA!**

GAINING FOLLOWERS

YOU DO NOT NEED A FOLLOWING TO MAKE AN IMPACT.

These strategies can help you connect with like minded people and build a network of advocates.

How Followers Grow:



#Follow4Follow



Offline Connections - > Online Connections



Focus Your Content

Who To Follow – Key Voices and Leaders

➤ **Atul Gawande** – Surgeon, Writer, Researcher, CEO

- TW: @Atul_Gawande
- IG: @atul.gawande
- FB: Atul Gawande

Find more like-minded accounts.

Follow the Followers



Page-> Retweet -> Follow

➤ **Diane Rehm** – Host of the Diane Rehm show, a weekly podcast, produced by @Wamu855 DC and distributed by @NPR

- TW: @drshow
- IG: @dianerehm
- FB: Diane Rehm

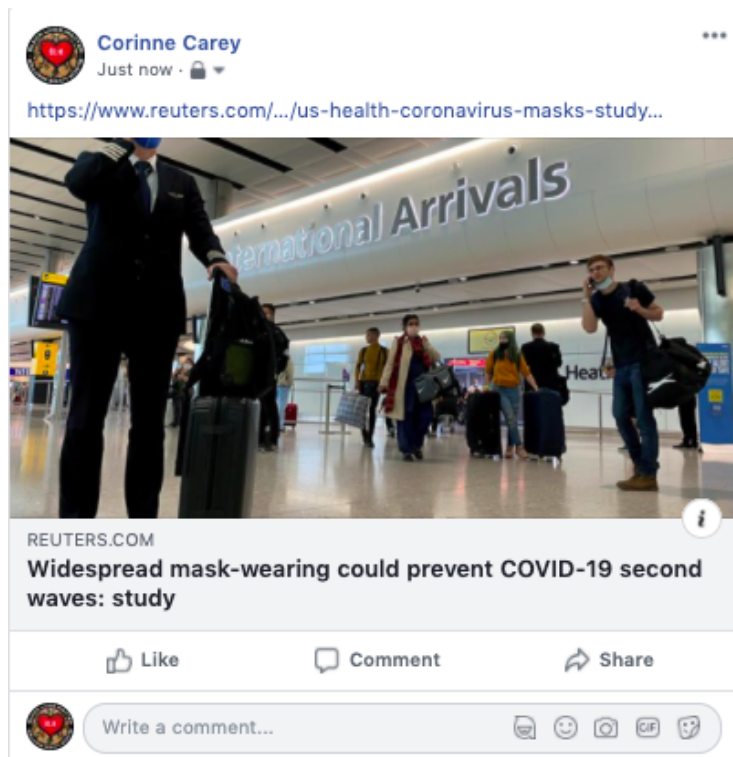
Categories

- *Lawmakers*
- *Advocates*
- *News Outlets*
- *Organizations*

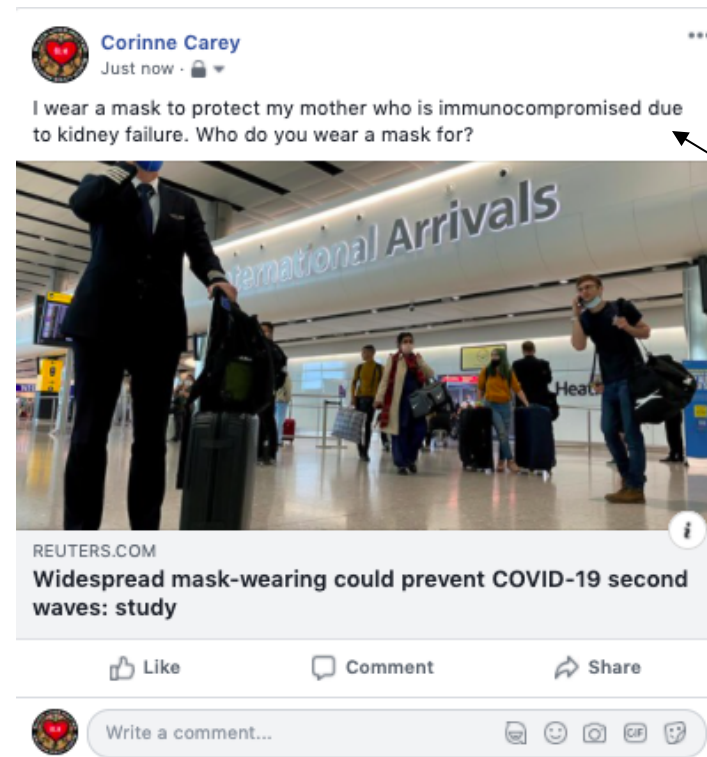
Adding Context

Content is communication. What are you communicating with your content?

Basic
Solo link



Personal
With a Post



Provides context and connection

Who To Follow – C&C

- **Compassion & Choices –**
 - TW: @CompAndChoices
 - IG: @compassionandchoices
 - FB: Compassion & Choices
 - TikTok: @compassionandchoices

- **Kim Callinan –**
 - TW: @KimCallinan
 - IG: @kimcallinan

- **Corinne Carey –**
 - TW: @corinnecarey



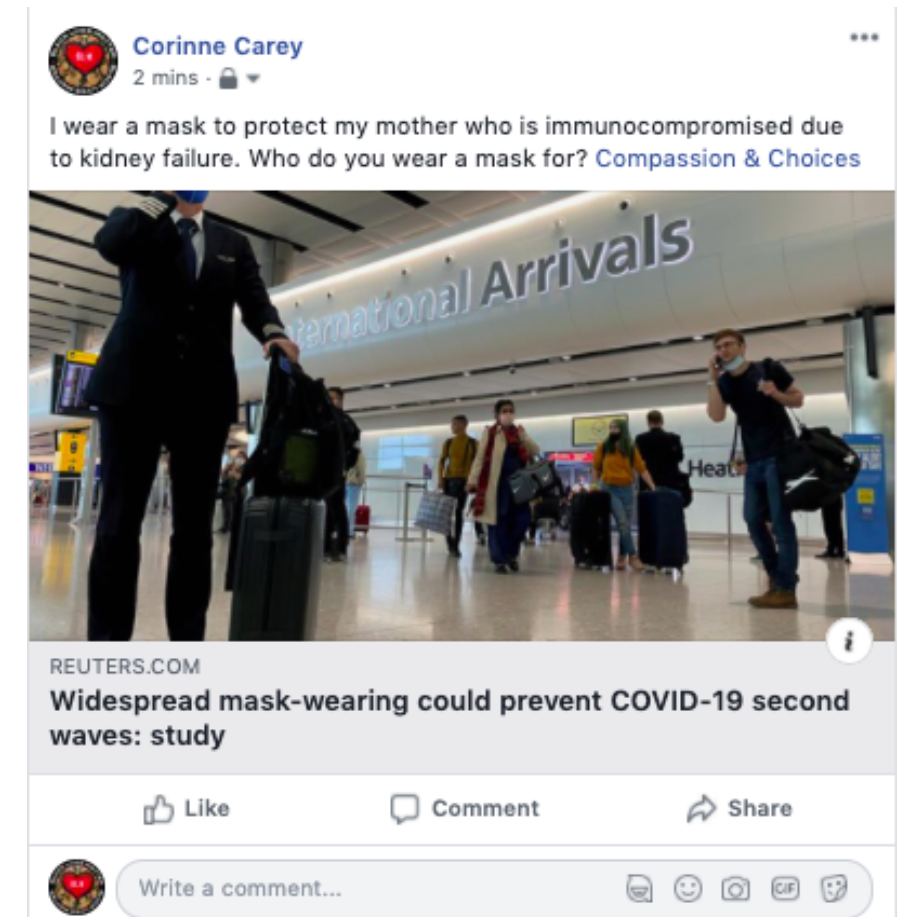
Adding Context (cont.)

Consider adding the following to your social media posts to further optimize content:

- Post Copy
- Mentions (e.g. @compassionandchoices)
- Hashtags
- Graphics/Photos

Tag @compassionandchoices to connect C&C and your followers!

Optimized
Personalized and Tagged



QUESTIONS?

Instagram 101



Platform driven by visual content



Typically the “influencer” platform



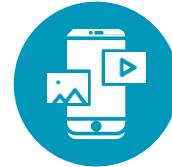
Profiles primarily associated with handles instead of names

Handle: @AOC

Name: Alexandria Ocasio-Cortez



Less networks more discovery



Three modes of content:
Feed, Stories, and Instagram TV



Younger audiences

Creating an Instagram Account

Users can create multiple accounts for multiple purposes (EG: personal, business, advocacy, pet, etc)

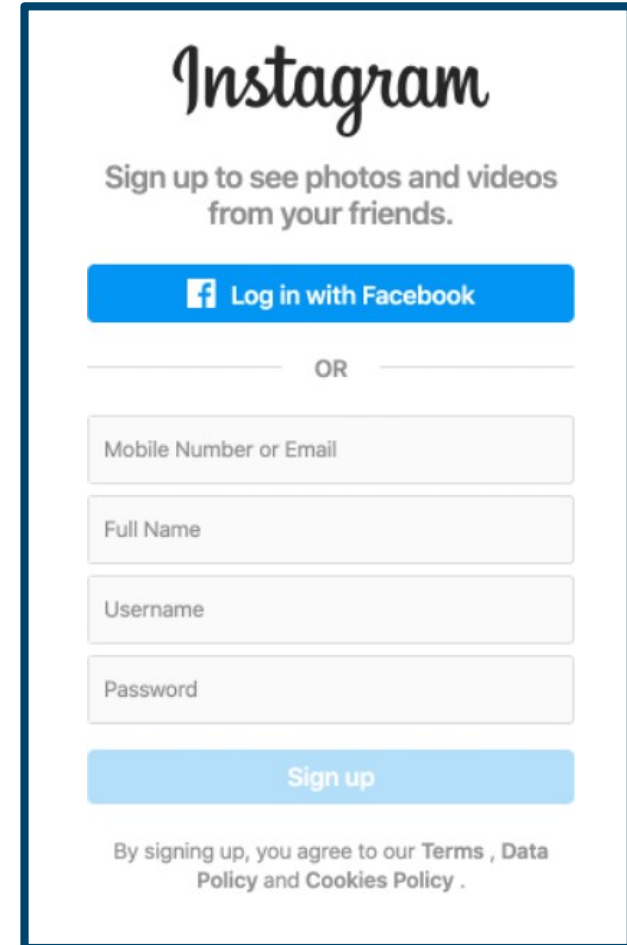
Join using your Facebook or some info:

 Phone or email

 Name

 Username/Handle

 Password



The screenshot shows the Instagram sign-up interface. At the top, the word "Instagram" is written in its signature font. Below it, the text reads "Sign up to see photos and videos from your friends." There is a prominent blue button labeled "Log in with Facebook" with the Facebook logo. Below this, the word "OR" is centered. The sign-up form consists of four input fields: "Mobile Number or Email", "Full Name", "Username", and "Password". A light blue "Sign up" button is positioned below the fields. At the bottom, a small line of text states: "By signing up, you agree to our Terms, Data Policy and Cookies Policy."

Navigating Instagram

- Post original content
- Share other people's posts
- Tag and Hashtag (similar to Twitter)
- Discover new content on the Explore page
 - The Algorithm will show you content
 - Start searching and liking to show the platform what to show you
- Engage with others through liking, commenting, sharing, and direct messages (aka: DMs)
Most users on Instagram tend to be younger – this is a great way to grow our supporter base

Posting to Instagram

This platform is best used to share videos and photos!

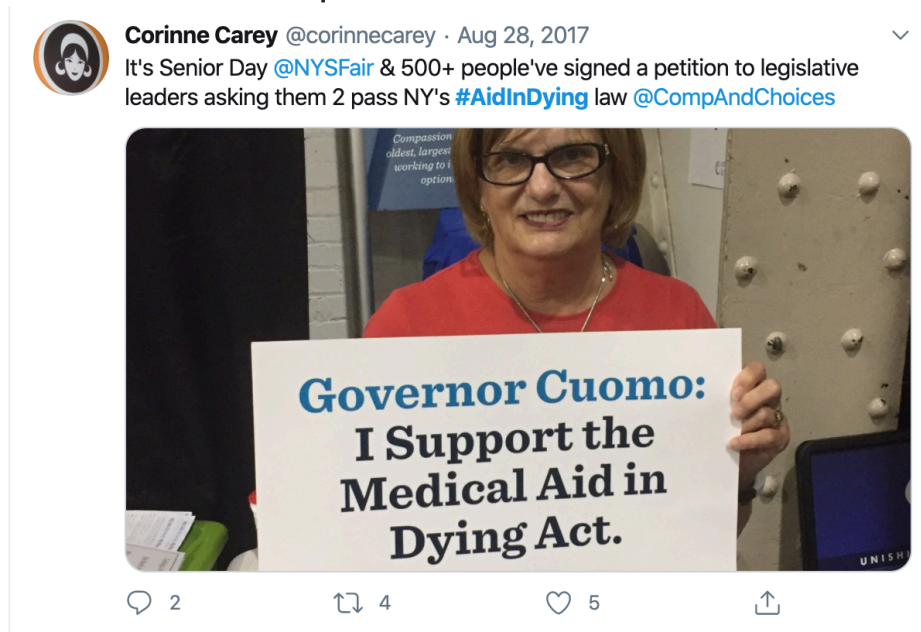
- Upload your photo or video
- Choose a filter if you want one
- Add a location
- Write a post to accompany your picture
- Tag handles and hashtags like @compassionandchoices, #AidInDying or #EndOfLife.



Posting to Instagram

Compassion & Choices puts out graphics regularly that are crafted for sharing bite-sized information on a busy social media timeline.

Share these or your own posters!



#LinkInBio

Share Compassion & Choices planning resources to help others consider their #EndOfLife options.

Use the app Linkin.bio to help people easily navigate to links.

It will automatically populate with any links you share in your posts, and people who go to your page can click the link in your bio and follow to those posts.



 **Compassion & Choices**
Published by Katie Wingo [?] · May 28 at 3:42 PM · 

Our Plan Your Care Resource Center is your one-stop destination for all things end-of-life care and planning. Check it out!

 **compassion
& choices**
Care and Choice at the End of Life



COMPASSIONANDCHOICES.ORG
Plan Your Care Resource Center | Compassion & Choices
Do you need help planning the care you want at the end of your life? Or the...

QUESTIONS?

Content Best Practices – Content Etiquette

- Call Out vs Call In
- Stay away from shaming
- “When they go low, we go high” – Michelle Obama
- Keep it civil. When things devolve into swearing, name-calling, and blaming, the message gets lost in the fight and people dig in.

Content Best Practices – Language

- Preferred phrases "Medical Aid In Dying" or "End of Life Options"
- Stay away from "Physician-Assisted Suicide" or any language encouraging suicide

Reach out to your local Compassion & Choices affiliate for further resources if you want to learn more

QUESTIONS?

TAKE OUR POLL: QUESTION 2

Compassion & Choices is funded almost exclusively by individual donors like you. If you enjoyed the presentation today, please consider making a donation today.

CompassionAndChoices.org/donate



THANK YOU