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
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:

- Learn about Instagram
- Learn How to Find Content
- Share Content with Your Followers
Thanks for joining Part 2 of our Webinar Training!

Have you created a Facebook or Twitter account yet?
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.

Compassion & Choices’ supporters were activated and began to share their stories across social media.

- **2012**
  - SEPTEMBER: Medical Aid in Dying is introduced in NJ

- **2018**
  - MARCH: The Assembly Judiciary Committee heard testimony on New Jersey’s Aid in Dying for the Terminally Ill Act. The committee voted 5-2 to approve the bill.

- **2019**
  - FEBRUARY: The bill was passed out of the Senate Health, Human Services and Senior Citizens Committee with a 6-3 vote.
  - MARCH: The bill was passed in the New Jersey Legislature.

- **2019**
  - APRIL: Governor Phil Murphy signs the Medical Aid in Dying for the Terminally Ill Act into law.
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!
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

➤ **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

Find more like-minded accounts.

Follow the Followers

Page-> Retweet -> Follow

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
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!
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.
QUESTIONS?
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.

CompassionAnd Choices.org/donate
THANK YOU