

## **Social Media Action Day**

A Day of National Hospice Awareness  
Friday, November 3, 2023

In recognition of National Hospice and Palliative Care Month, NHPCO encourages all member organizations, professionals, and supporters to participate in our annual social media action day held on the first Friday in November (Friday, November 3, 2023).

We want the hospice and palliative care community to flood social media with images that promote awareness of hospice, palliative care, and advance care planning. Our theme, ***Courageous Conversations***, allows participants to share a wide range of stories to help people better understand the value of hospice and palliative care.

How do I participate?

Use the following hashtags on Facebook, Instagram, and Twitter:

- #CourageousConversations
- #HospiceWorks
- #HospiceMonth
- #HospiceAwareness
- #HAPC
- #HAPCM

Tag us in your post:

- [Facebook](#): @NHPCO
- [Instagram](#): NHPCO
- [Twitter](#): NHPCO\_news
- [LinkedIn](#)

By using these hashtags and tagging us in your social media posts, you join the national conversation. Your post will be viewed by fellow hospice and palliative care social media supporters and may be viewed and shared by the NHPCO team.

All are welcome to participate—hospice and palliative care providers, professionals, volunteers, advocates, or any member of the public. As a provider organization, participation increases your visibility and provides the opportunity to grow your following, drive engagement, and expand brand awareness.

### Suggested Social Media Action Day plan:

- Prior to November 3: Prepare your photos and copy for Facebook, Twitter, Instagram, and LinkedIn posts. It can also be helpful to schedule posts in advance, to be released on Friday, November 3, 2023. You may think about scheduling one post for the morning, one for the afternoon, and one for the evening to remain active throughout the day.
- November 3, 2023: This is the official 2023 Social Media Action Day! Share your social media posts and tag NHPCO.
- Throughout November: help NHPCO track and gather the many powerful stories, images, and messages being shared across social media by emailing [communications@nhpco.org](mailto:communications@nhpco.org) a link to your organization's posts.

### Tips and examples:

- Social media posts should feature stories, photos, graphics, and/or short videos provided by hospice and palliative care organizations/professionals or patients and families, with the appropriate consent documented, that capture serious-illness care at its best – the specific content of the posts we leave up to you.
- Facebook/Instagram/LinkedIn
  - Photograph/picture, graphic, or video
  - Brief message summarizing the photo, graphic, or video, or explaining the key point you want to share
  - Examples of suggested messages:
    - For #HAPCM this year, we're sharing stories of #CourageousConversations that helped patients and their loved ones get the care they need and deserve. Here is (insert description of subject) speaking to their hospice experience with (insert organization name). (Insert quote/story). #HospiceWorks
    - (Insert organization name) promotes #CourageousConversations in honor of #HospiceMonth. Here is, (Insert brief description of photograph). #HAPCM
- Twitter
  - Twitter messages are a maximum of 280 characters (spaces included).
  - Posts should include a simple message reflecting the photo or graphic being used, or video being linked or embedded, using #CourageousConversations, #HospiceMonth, #HospiceAwareness, #HospiceWorks, and/or #HAPCM hashtags.