



Social Media Action Day
A Day of National "Hospice Awareness"
Friday, November 6, 2020

#HospiceMonth #HospiceAwareness #hpc #hpcFacesofCaring

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, traditionally the first Friday in November – this year, it's Friday, November 6, 2020.

We want the hospice and palliative care community to flood social media with images that promote awareness of hospice and palliative care. This guiding theme, ***Hospice and Palliative Care Faces of Caring***, will allow participants to share a wide range of photos, images or videos – all to help people better understand the value of hospice and palliative care.

Keep reading to learn how to get involved and why participating will benefit your organization.

What is Social Media Action Day all about?

Social Media Action Day is a coordinated social media effort that relies on organizations and individuals to post similar content and uniform messaging on social media channels all on the same day. You put out posts on your organization's (or your personal) social media pages, Facebook, Twitter, and Instagram, if you or your organization is active on those sites. We want to flood social media with images showing all the special things for which hospice and palliative care are known.

How does one designate a post as part of a specific Social Media Push?

Use the hashtags **#HospiceMonth**, **#HospiceAwareness**, **#hpcFacesofCaring** and **#hpc** within the text of your social media post. Please tag us in your posts as well. You can find us on Facebook and Instagram under **@NHPCO** and **@NHPCO_news** on Twitter. NHPCO staff – as well as hospice and palliative care social media fans – will search for those hashtags on November 6 and throughout the month.

Why do this on one specific day?

This is done on the same day so that key messages are seen by as many people as possible – the more people who see the content, the better. This is how social media content can become "viral."

What type of content should the social media push feature?

Social media posts on November 6 should feature photos, graphics or short videos provided by hospice and palliative care organizations/professionals or individuals that capture hospice and/or palliative care at its best – the specific post we leave up to you!

What social media channels will be used?

The social media push will be primarily featured on Facebook, Twitter, and Instagram.

Who can participate in Social Media Action Day?

Anybody can participate! This includes hospice and palliative care providers, professionals, volunteers, advocates or any member of the general public.

Schedule & Directions to Help Plan

Interested in participating? We hope so! Below, you will find directions on how to participate online and a schedule of important dates.

Social Media Action Day Suggested Schedule:

Prior to November 6, 2020: Prepare your photo and messaging for your Facebook and Twitter Post(s) or Instagram. It can be helpful to schedule your post in advance, to be released on Friday, November 6, 2020.

November 6, 2020: This is the official date of our 2020 Social Media Action Day. Post your pre-designed Facebook & Twitter posts between the hours of *8:00 am – 5:00 pm*.

November 6 – 13, 2020: To help NHPCO track and gather the many powerful images and messaging, please consider emailing a link to your organization's posts to communications@nhpco.org to make sure we track all the social media activity.

Social Media Post Tips & Examples:

Here are some suggestions to help you prepare your post(s).

Facebook Posts:

1. Photograph/Picture, graphic or video of a special hospice or palliative care moment or an expression of support for hospice and palliative care.
2. Brief message summarizing the photo, graphic or video or explaining the key point you want to share. Here are examples of suggested messages:
 - In support of **#HospiceMonth**, we're raising **#HospiceAwareness!** **#hpcFacesofCaring** Here is (insert organization name) staff member (insert brief description of photo)
 - (Insert organization name) promotes **#HospiceAwareness** in honor of **#HospiceMonth** **#hpc**. Here is, (Insert brief description of photograph).
3. Include the hashtags: **#HospiceMonth**, **#HospiceAwareness**, **#hpc** and **#hpcFacesofCaring**

Facebook Post Examples from Past Years:

TMC Hospice at Home and Peppi's House Like Page
November 3 at 1:15pm · 🌐

TMC Hospice promotes #HospiceAwareness in honor of #HospiceMonth. Here, a navy veteran patient receives a tribute salute from our veteran volunteers during a military honoring on our inpatient unit.



42 4 Comments 21 Shares

Like Comment Share

Care Dimensions Like Page
27 mins · 🌐

As we begin #HospiceMonth, some of our staff members share what hospice means to them. Help raise #HospiceAwareness by passing this along and commenting on what hospice means to you. #MyHospice



Watch this video with your friends Start Watch Party

You and 11 others 2 Shares

Love Comment Share

“We are just starting our dad’s final journey, and Arkansas Hospice has been a blessing. They’ve taught us so much already and provide as much support and comfort to the family as they do my dad. I’m grateful they’ll be walking this final path with us.”




Arkansas Hospice - 1 hr · 🌐

NOVEMBER IS NATIONAL HOSPICE & PALLIATIVE CARE MONTH: Did you know that Arkansas Hospice cares for hundreds of patients each day in more than 40 counties? These folks – and their families – are your neighbors, friends and family members – and ours, too. It’s our mission and our privilege to help fellow our Arkansans facing their final journeys by surrounding them with love and embracing them with the best in physical, emotional and spiritual care. #HospiceMonth #HospiceAwareness #ARHospice

You and 24 others 12 Shares

Like Comment Share

Write a comment...

Twitter Messaging:

Twitter messages are a maximum of 280 characters (spaces included). Twitter messages should include:

- A simple message reflecting the photo or graphic being used – or video being linked or embedded.
- **#HospiceMonth**, **#HospiceAwareness**, **#hpc** or **#hpcFacesofCaring** hashtags.
- 440 x 220 pixels (2:1 ratio) is a recommended size for graphics.

Twitter Post Examples from past years:



2020 graphics are available in the [Community Outreach Tools](#) page of the NHPCO website – and we hope members use this throughout the month and year. However, on November 6, we hope to see original photos, graphics and messaging unique to you and your program. For any questions on our 2020 Social Media Action Day please email: communications@nhpco.org.