

Social Media Action Day
A Day of National Hospice Awareness
Friday, November 5, 2021

#HospiceMonth #HospiceAwareness #hapc

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 5, 2021.

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, ***Meeting You Where You Are***, 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 post 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**, and **#hapc** 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 on Twitter at **@NHPCO_news**. NHPCO staff – as well as hospice and palliative care social media fans – will search for those hashtags on the first Friday of November 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 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 5, 2021: 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 5, 2021.

November 5, 2021: This is the official date of our 2021 Social Media Action Day. Post your pre-designed Facebook & Twitter posts between the hours of 8:00 am – 5:00 pm.

November 5 – 12, 2021: 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).

Selfie Posters: Download our simple handheld posters and add your hospice or palliative care sentiment and take a selfie to share on social media. [Hospice page](#) and [Palliative Care page](#).

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 of video or explaining the key point you want to share. Here are examples of suggested messages:

- In support of **#HospiceMonth**, we're raising **#HospiceAwareness**! Here is (insert organization name) staff member (insert brief description of photo)
- (Insert organization name) promotes **#HospiceAwareness** in honor of **#HospiceMonth** **#hnpc**. Here is, (Insert brief description of photograph).

Facebook Post Examples from Past Years:

Samaritan
November 11, 2018 · 🌐

We Honor Veterans
Theodore Thomas, 90, was recently honored for his service to our country. He served in the Army for 20 years including time in Germany during World War II. We appreciate your service and sacrifice!

Pictured from left: Dorothy, Theodore's wife of 55 years, Social Worker Tracy Bishop, Spiritual Support Counselor Marian Mitchell, and Hospice Nurse Marianne Yheaulon
... See More



👍❤️ 1.4K 104 Comments 67 Shares

👍 Like 💬 Comment ➦ Share 🗄️

Unity Hospice
November 1, 2019 · 🌐

In recognition of **#HospiceMonth**, Unity created this inspiring video to showcase our patients, families, volunteers and staff. Help raise **#HospiceAwareness** by sh... See More



YOUTUBE.COM
Unity Hospice | "Lean on Me" by Club Nouveau | Hospice & Palliative Care Month

👍❤️ 1K 19 Comments 745 Shares

“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

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). Posts should include:

- A simple message reflecting the photo or graphic being used – or video being linked or embedded, using **#HospiceMonth**, **#HospiceAwareness**, and/or **#hapc** hashtags.
- Twitter recommends a 16:9 aspect ratio for images, but most images with standard aspect ratios will not be cropped.

Twitter Post Examples from past years:



2021 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 5, we hope to see original photos, graphics and messaging unique to you and your program. For any questions on our 2021 Social Media Action Day please email communications@nhpc.org.