



**PR & awareness
raising via social media**
@Tog4ShortLives

Myra Johnson
Director of Communications



About Together for Short Lives

A new charity - merged in Oct 2011 to be one voice for UK children's palliative care.

We represent the UK's 49,000 children and young people with life-limiting and life-threatening conditions.

We support everyone who loves and cares for children with life-limiting and life-threatening conditions – families, professionals and services, including children's hospices. Our work helps to ensure that children can get the best possible care, wherever they are, and whenever they need it.

We are a membership charity – for professionals, organisations, including children's hospices and families. Over 800 members and 3000 newsletter subscribers.

Having an extensive membership is key to our awareness raising and strengthens our social media might.

Awareness raising is at the heart of our work and our four strategic objectives

Together for Short Lives wants to see a world where every child and family gets:

The right information from the moment of diagnosis so they can make choices about the care they receive.

Easy access to services so that they can spend more time with their children.

The best quality of care.

Support they can rely on now and throughout their journey.

Members central to delivering our strategy

What is the role of social media in delivering our PR and awareness raising strategy?

What did we do pre the digital age?

Is social media important, or can we ignore it?

91% of online adults use social media regularly

In the UK:

41 million Facebook users

10 million on Twitter

We now have the opportunity to really take control – masters/mistresses of our destiny.

It's free to use

Flexible – lots of different channels or different audiences

You control your content, the timeframe and you are in charge of writing your messages.

BUT you need to make a huge investment at a strategic level

We now have a successful and integrated social media strategy

Social media is a key tool to reach our objectives.

Social media helps us to:

Raise awareness of the needs of children and families

Provide families and professionals who care for them with information so they can make the right choices for their individual family

Lobbying for funds and policy change

Create brand awareness

It's been a long journey

It took us a while to find our tone of voice

A tiny following. We only operated on Facebook and Twitter

No clear policy

Not integrated or a strategic approach



2700 followers



Zero likes

In just two years we have



14,300 followers



10,400 likes



Strong LinkedIn groups



Biggest view – 301,539 views

The secret of our social media success: Our principles

Investing in your team

Identify your goals

Knowing your audience and what platforms to use to engage them

Integration across the organisation

Clear tone of voice and sense of who we are

Creating engaging content

Planning – social media calendar

Responsive and engaging

Maximising our stakeholders

Feedback and thanks

Training and research

Invest in measuring and evaluating

Ready for a crisis

Digital integration

What we do and why it works

Tell stories. “People respond to stories, not data.”

Choose the right channel. “Match your content to different platforms and audiences.”

Be truthful. “Don’t pretend you’re something you’re not.” – give them the genuine article that reflects who you are

Work together. “Collaborate with people and organizations who are fighting for the same cause.” And remember it’s not a one way street

Have fun. “Work should be fun and making work fun brings success”

Tell stories “People respond to stories, not data.”

Volunteering in children’s hospices

Case studies – facebook

Statistics and research – twitter

#shiningaspotlight #volunteering

New volunteer case study for every day in September

Total facebook reach of 52,000 over the month



Shining a spotlight

Together for Short Lives, David Francis, Ann-marie Boyne, Andy Cudlip and 57 others like this. Top Comments

Write a comment...

Stephen Camburn Wow, humbled again... It's a honour to work with a great team of people at NH and interact with so many amazing children and young adults. They are all little big heroes 😊
Unlike · Reply · 🔄 7 · September 17 at 1:44pm via mobile

Nicky Mounsey So proud of you cousin x much love x
Like · Reply · 🔄 3 · September 17 at 5:22pm via mobile

Michele Egan Well done Stephen!
Like · Reply · 🔄 2 · September 17 at 8:52pm via mobile

Danny Scattergood Well done matey
Like · Reply · 🔄 2 · September 17 at 7:21pm via mobile

Angie Langley Great work Stephen Camburn hope your keeping ok x
Like · Reply · 🔄 2 · September 17 at 6:08pm via mobile

Fiona Davey Well deserved Steve, such a rewarding path to choose, well done x
Like · Reply · 🔄 2 · September 17 at 5:53pm via mobile

Andy Melbourne Top draw!
Like · Reply · 🔄 2 · September 17 at 5:03pm via mobile


Ian Teixeira Or Tex Superb.
Like · Reply · 🔄 2 · September 17 at 4:58pm via mobile

Marianne Warren Thank you. You really make a difference.
Like · Reply · 🔄 2 · September 17 at 3:22pm

Ian Mitchell Nice one mate!!!!
Like · Reply · 🔄 2 · September 17 at 3:11pm via mobile

John Kickitintotouch Willis Legendary!!!

 **Together4ShortLives** @Tog4ShortLives 16 Sep
Over 17,000 volunteers give their time to work for a children's hospice #shiningaspotlight #volunteering
Expand

 **Stevie** @StephenLegz 16 Sep
@Tog4ShortLives we enjoy every minute of the time we give. Feel truly honoured to volunteer @naomiandjack #shiningaspotlight #volunteering
Expand

 **Together4ShortLives** @Tog4ShortLives 16 Sep
@StephenLegz We're sure @naomiandjack are just as honoured to have you. Keep up the amazing work! #shiningaspotlight #volunteering
Hide conversation Reply Delete Favorite More

 **NCVO Volunteering** @NCVOvolunteers 19 Sep
Our members @Tog4ShortLives new report shows volunteers are worth £23m to children's hospices - read more here: ow.ly/p1hk6
Retweeted by Together4ShortLives
Expand

 **NCVO** @NCVO 19 Sep
Our members @Tog4ShortLives new report shows volunteers are worth £23m to children's hospices - read more here: ow.ly/p1gTD
Retweeted by Together4ShortLives

Choose the right channel: “Match your content to different platforms and audiences.”

Making the most of world hospice and palliative care day and Hospice Care Week

Palliative care myths campaign – matching content to different platforms

Facebook gave us the opportunity to write prose as long as we like – therefore we were able to publish both the myth and the info to dispel it in a single post.

As you are limited to 140 characters on Twitter we needed to split our myth-busting into three messages per myth: the myth; the reality and the supporting info.

Palliative care myths campaign

Myth 5: Children's hospices are sad and depressing places to visit

Reality: People often have a picture of children's hospices as dark and depressing places. Yet if you walked into any children's hospice you would be left in absolutely no ... See More



Family stories

www.togetherforshortlives.org.uk

Read stories by other families who have kindly shared their experiences

Like · Comment · Share

2

30 people like this.

Top Comments ▾



Together4ShortLives @Tog4ShortLives

11 Oct

...Children and families will tell you how much they love their hospice and the staff that work there. They are a real home from home

Expand

← Reply 🗑 Delete ★ Favorite ⋮ More



Together4ShortLives @Tog4ShortLives

11 Oct

Reality: Children's hospice are bright, colourful and vibrant, focused on life - however short it may be...

Expand

← Reply 🗑 Delete ★ Favorite ⋮ More



Together4ShortLives @Tog4ShortLives

11 Oct

Myth 5: Children's hospices are sad and depressing places to visit

Expand

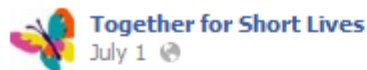
← Reply 🗑 Delete ★ Favorite ⋮ More

Be truthful: 10,000 likes

Being honest about our following and who we are

Engaging with our followers

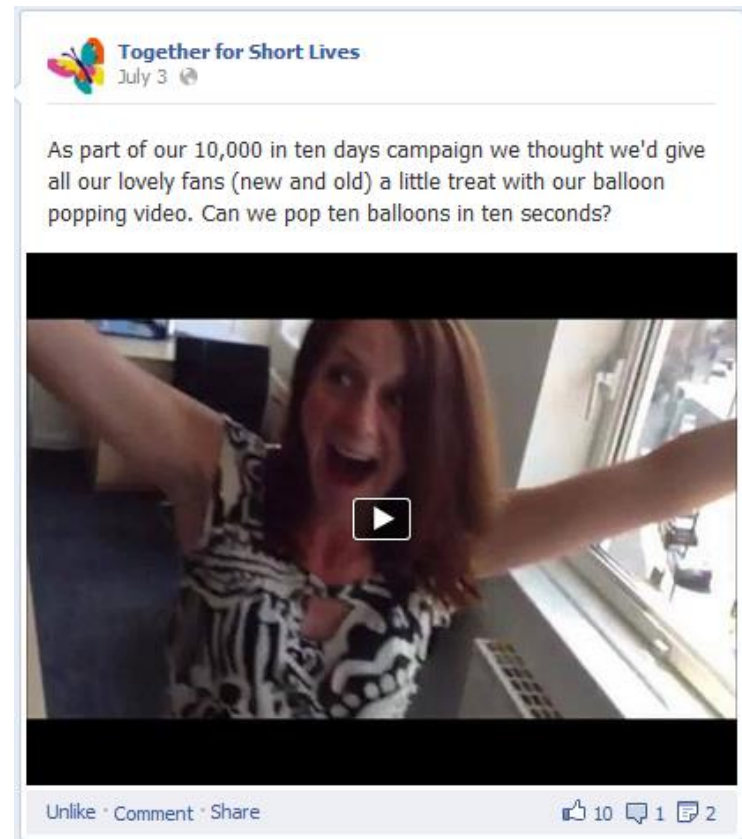
10 shirts, ten balloons, ten publications, ten cups of tea...



Calling all facebookers ...it's 10am and we've got just 10 days to get to 10,000 likes! - Over the next few days we've got lots of 10 related treats in store for you - so please help us reach our target. Why not start by sharing this with 10 of your friends!

Unlike · Comment · Share

👍 113 💬 5 📄 119



We smashed our target early – but rolled out our plan


 **Together for Short Lives**
July 2

Good morning to our 10,000+ fabulous Facebook followers. For those of you who are new friends, we thought we'd help introduce you to Together for Short Lives by showing you 10 of our key publications...



Like · Comment · Share

👍 24 💬 1

 **Together for Short Lives**
July 1

Wow - we have been blown away by your support. Our target of reaching 10,000 likes in 10 days has been smashed... You helped us do it in just one! A massive thank you to friends old and new. Guess our 10 campaign will be turning into 10 days of thanks!

Like · Comment · Share

👍 80 💬 3 📄 2

Work together: Children's Hospice Week

Together for Short Lives took the lead with social media management of Her Royal Highness The Duchess of Cambridge's special video message.

Collaborating with our members for the benefit of all.

Template social media messages for a united voice

Dedicated **#childrenshospiceweek** to unite all our twitter posts

Corporate partners engaged by posting pictures and videos of fundraising initiatives

Celebrities interacted with us on social media.

300 tweets and 70 facebook messages

50% members engaged using our template social media messages

663 new likes

2,600 facebook page visits

Highest facebook viral reach of 42,000

Website – over 28,000 unique visitors

300,000 YouTube views

HRH, The Duchess of Cambridge



Together4ShortLives

Subscribe 75

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HRH, The Duchess of Cambridge celebrates Children's Hospice Week

301,564 views 6 months ago

Her Royal Highness, The Duchess of Cambridge makes her first ever video message expressing support for Together for Short Lives' Children's Hospice Week campaign

Children's Hospice Week



Clarence House @ClarenceHouse

29 Apr

The Duchess of Cambridge is supporting [#ChildrensHospiceWeek](#) - find out more from Together for Short Lives bit.ly/11wIUZx

Retweeted by Together4ShortLives

Expand Reply Retweeted Favorite More



Together4ShortLives @Tog4ShortLives

29 Apr

@louissmith1989 "I would choose invisibility so I could play pranks on people!" What would your superpower be? [#childrenshospiceweek](#)

Expand Reply Delete Favorite More



Together4ShortLives @Tog4ShortLives

29 Apr

@Law_Works Thank you for spreading the word about [#childrenshospiceweek](#). It's been such a great start!

View conversation Reply Delete Favorite More



Together4ShortLives @Tog4ShortLives

29 Apr

@ICAPCharityDay Thank you for spreading the word about [#childrenshospiceweek](#). It's been such a great start!

View conversation Reply Delete Favorite More



Clarence House @ClarenceHouse

29 Apr

The Duchess of Cambridge receives a bouquet from Sally Evans @NaomiandJack yfrog.com/Og9xrfj [#childrenshospiceweek](#)

Retweeted by Together4ShortLives

Expand Reply Retweeted Favorite More



Together4ShortLives @Tog4ShortLives

28 Apr

Exciting news! Her Royal Highness, The Duchess of Cambridge supports [#childrenshospiceweek](#) with video message bit.ly/Y5EeuP

Expand Reply Delete Favorite More



ITV News @itvnews

28 Apr

The Duchess of Cambridge has delivered a video appeal for Children's Hospice Week:

itv.co/125Jlcn

Retweeted by Together4ShortLives

Expand Reply Retweeted Favorited More



Sky News @SkyNews

28 Apr

Kate Middleton: Duchess Makes Video Appeal [news.sky.com/story/1083900/...](http://news.sky.com/story/1083900/)

Retweeted by Together4ShortLives

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Daily Mail Online @MailOnline

28 Apr

Duchess of Cambridge gives her first ever video message and calls for people to get behind Children's Hospice Week bit.ly/14vwEym

Retweeted by Together4ShortLives

View summary Reply Retweeted Favorited More



BBC News (UK) @BBCNews

28 Apr

Duchess records video for hospices bbc.in/ZUC1cb

Retweeted by Together4ShortLives

Expand Reply Retweeted Favorited More

Have fun! “Work should be fun and making work fun brings success”



Happy Halloween Facebookers - we hope you're having a spooktacular day! We'd love to see all your pumpkins - just post a picture of your masterpiece to our wall and we promise to share the very best. Here's one we made earlier...



We love Danny's first scary pumpkin and the fact that he's a supporter of Forget Me Not Children's Hospice!

Danny's first pumpkin. Forget Me Not Children's Hospice's youngest supporter!



Any questions

