

Life After SCA

Presented by the HeartRescue Project



Tips for using social media

Social media can be a very effective way of reaching an audience. You can use it to find survivors to join your group, to keep members updated and announce information on meetings or projects, and to advertise public outreach or education events. But one of the key benefits of social media is that it provides a way to create and foster a community and a way to engage people in conversation and make connections.

It will take time to create your community, and will also take effort to maintain your social media presence. But the rewards are an interactive and engaged audience that will continue to support your group's goals.

There are many social media platforms available today and the options are constantly changing. You do not need to be everywhere. Try to build a presence where your audience will be. For most that may be Facebook and possibly Twitter. These guidelines will apply to most social media platforms.

To build your community:

The first step is to reach out to your members, remind them that you have a social media presence and ask them to link to your site.

- Ask your community to share your page or feed with their friends.
- At each interaction with your group, remind them of your social media presence. This can be a spoken reminder at each meeting, part of the signature line on emails, or a list on all printed materials.

Like and follow other related pages and feeds.

- Look to both national and local organizations related to SCA survival (some links and resources can be found at LifeAfterSCA.org). Also include related or adjacent subjects and organizations. Look where there can be crossover, and relevant information for your community.
- When you find relevant information on other feeds or posts, share it with your community.

Keep your community engaged.

You do not need to post every day, but do maintain a consistent presence.

- Post relevant information.
- Some elements that increase engagement in posts include: images, links to websites and hashtags to monitor conversations and topics.
- Ask questions, solicit feedback, and even ask for help. It encourages people to respond.
- Make sure you are also listening to your social media channels. You may not have to respond to every single comment or response, but make sure you are aware of the general conversation, and what garners attention from your audience.

Post compelling content.

A strong social media community provides value to its members.

- Post information from your group, especially regarding any meetings or celebrations. This can include announcements and invitations before the event, and photos, stories or educational takeaways after the event.
- Invite survivors to share their stories and their photos.
- Respect the privacy of survivors and their families and do not post personal information without permission. Before posting pictures, make sure it is okay with the subjects of the photo. Some survivors may prefer not to share their stories with a wider audience and may not want their names or photos of them and their families shared with the public. And remember information provided by healthcare professionals should not contain personal information.
- Post information that will add value for your followers. This can include information learned from a recent speaker, what to expect after surviving SCA, health and diet suggestions, or articles about other survivors. You can create a rotation of compelling information that you can modify and re-post every few weeks or months, depending on how often you post. This keeps relevant information at the forefront for new people who join.
- It is okay to broaden the scope of your posts but don't wander too far from the original intent—while maintaining a presence is important, it is equally critical not to inundate your followers with irrelevant material.
- Share information from other feeds.

Just remember, not all survivors use social media so it is helpful to occasionally place an informational piece or ad for an event in your neighborhood newspaper or ask local hospitals to distribute similar information.

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LifeAfterSCA.org provides resources to help survivors of sudden cardiac arrest and their families. **Because every SCA survivor who gets a second chance at life also deserves a second shot at living.**