



Social Media Samples

Children with serious illnesses and their families deserve the extra layer of support that pediatric palliative care offers. Yet, too often, they don't know about the array of services and resources available. This sheet provides prepared Twitter and Facebook content to help you join our effort to increase awareness.

Sample Tweets

- If your child has a serious illness, here's support <http://go.usa.gov/3eA3e> #palliative
- When your family needs help dealing with a child's serious illness, try #pedpc <http://go.usa.gov/3eA3e>
- A child's serious illness affects the entire family; #palliativecare can help support everyone
- #palliativecare is tailored to the unique needs of your child and family <http://go.usa.gov/3eA3e>
- Enhancing quality of life for children and their families is the cornerstone of #palliativecare
- #pedpc surrounds your family with a team of diverse experts
- You don't have to be in a hospital to get #palliativecare for your child—it can be provided in a clinic or at home
- #palliativecare can begin at any time and be provided alongside other treatments
- #palliativecare support for children ranges from social workers to art therapists & clergy to go along with medical treatments
- #palliative care is about living. Ask your healthcare provider how it can help your family <http://go.usa.gov/3eA3e>
- Talk to your loved ones and care team about how #palliative care can help your family when your child has a serious illness
- Involve your child when making decisions about #palliative care
- #pedpc empowers families and provides critical information. Share potential benefits <http://go.usa.gov/3eA3e>
- #pedpc is supportive care for children with serious illness and their families. <http://go.usa.gov/3eA3e>

**STAY
IN THE
KNOW**
FOLLOW
@NINR ON
TWITTER



Sample Facebook Posts

- Effective communication around pediatric palliative care allows children and families to understand and consider support for a range of issues that often accompany a serious illness. Learn what NINR, part of NIH, is doing to help. <http://go.usa.gov/3eA3e>
- Have you heard? Pediatric palliative care can provide support to children with serious illnesses. It aims to maximize quality of life for patients, parents, and other family members. Care is based on the unique needs of each family, and a vast range of subspecialists offer customized support. <http://go.usa.gov/3eA3e>
- Palliative care does not have to be provided in a hospital. You and your child can also be supported in a clinic or at home. Learn more about receiving care in a way that works for your family. <http://go.usa.gov/3eA3e>
- We know that when a child has a serious illness, everyone in the family is affected. Palliative care for children can help support everyone, including siblings and grandparents. <http://go.usa.gov/3eA3e>
- What can you do to ensure your child with a serious illness has the care, comfort, and support she/he needs? Check out what pediatric palliative care can offer. <http://go.usa.gov/3eA3e>
- Pediatric palliative care is different from hospice care. It can start at any time, any age, any stage of illness. And, it can be provided alongside other treatments. <http://go.usa.gov/3eA3e>
- If your child has a serious illness, talk to your loved ones and health care team about support your family wants and how palliative care can help. Involve your child in the conversation. Even young kids can express their needs and preferences. <http://go.usa.gov/3eA3e>
- What do play, art, and music therapy have to do with caring for a seriously ill child? Check out NINR's campaign to learn about the benefits of palliative care. <http://go.usa.gov/3eA3e>
- All caregivers and families of children with serious illnesses deserve support. Find out more about pediatric palliative care and how it can help. <http://go.usa.gov/3eA3e>

Helpful Hints

- When tweeting to families, consider posts that use plain language and personal pronouns
- Use a hashtag, like #pedpc, #palliative, or #palliativecare, to be a part of larger conversations
- Align your online efforts with observances to garner more attention and interest
- Post frequently to keep your audience engaged
- Retweet or reply directly when someone tweets, posts, or comments
- Repost tweets on Facebook to increase your reach



National Institute
of Nursing Research
National Institutes of Health
<http://www.ninr.nih.gov>

October 2015

NIH...Turning Discovery Into Health®