**NCHPP Bereavement Chat**

September 3, 2014, 2014

“E-Grief: Promoting and Providing Grief Services Online”

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Welcome and Announcements

Thanks to all for the questions submitted prior to the chat.

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to start a discussion thread.

1. What is social media?
   1. “Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to [forums,](http://whatis.techtarget.com/definition/discussion-board-discussion-group-message-board-online-forum) [microblogging](http://searchmobilecomputing.techtarget.com/definition/microblogging), [social networking](http://whatis.techtarget.com/definition/social-networking), [social bookmarking](http://whatis.techtarget.com/definition/social-bookmarking), [social curation](http://whatis.techtarget.com/definition/social-curation), and [wiki](http://searchsoa.techtarget.com/definition/wiki)s are among the different types of social media.” <http://whatis.techtarget.com/definition/social-media>
   2. <http://www.ebizmba.com/articles/social-networking-websites>
   3. Founded in 2004, facebook’s mission is to give people the power to share and make the world more open and connected. 9 million users. People use facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them. Hospice of the Western Reserve has a fb page for its hospice organization plus one for its bereavement center. The decision was made because bereavement had so much to post that it was thought it might interfere with the hospice messages.

OTHER SOCIAL MEDIA EXAMPLES

* 1. Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets".
  2. LinkedInis a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
  3. YouTube is a [video-sharing](http://en.wikipedia.org/wiki/Video_hosting_service) website headquartered in [San Bruno, California](http://en.wikipedia.org/wiki/San_Bruno,_California). The service was created by three former [PayPal](http://en.wikipedia.org/wiki/PayPal) employees in February 2005 and has been owned by [Google](http://en.wikipedia.org/wiki/Google) since late 2006.[[4]](http://en.wikipedia.org/wiki/YouTube#cite_note-4) The site allows users to upload, view, and share videos, and it makes use of [Adobe](http://en.wikipedia.org/wiki/Adobe_Systems)[Flash Video](http://en.wikipedia.org/wiki/Flash_Video) and [HTML5](http://en.wikipedia.org/wiki/HTML5) technology to display a wide variety of [user-generated](http://en.wikipedia.org/wiki/User-generated_content) and [corporate media](http://en.wikipedia.org/wiki/Corporate_media) video. Available content includes [video clips](http://en.wikipedia.org/wiki/Video_clip), TV clips, [music videos](http://en.wikipedia.org/wiki/Music_video), and other content such as [video blogging](http://en.wikipedia.org/wiki/Video_blog), short original videos, and educational videos.
  4. Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.
  5. Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.
  6. Vine is a short-form [video sharing service](http://en.wikipedia.org/wiki/Video_hosting_service). Founded in June 2012, it was acquired by [microblogging](http://en.wikipedia.org/wiki/Microblogging) website [Twitter](http://en.wikipedia.org/wiki/Twitter) in October 2012, just prior to its official launch.
  7. Wikipedia
  8. Google +
  9. Reddit – primarily under age 30 people
  10. ask.fm- worrisome for teens…..

1. Some social media lingo
   1. Social media analytics – the practice of gathering data.

Using analytics from your website or Google+ helps you to analyze your reach by seeing the number of hits, shares, likes, etc. and can be used as data to seek grant funding.

* 1. Social media marketing - takes advantage of social networking to help a company increase brand exposure – goal is to create content completing enough that users will share it.
  2. Social media optimization (SMO) – kind of like SEO- search engine optimization is a strategy for drawing new and unique visitors – done by adding social media links to content or promoting through social media via status updates, tweets or blog posts

1. Social media policies –
   * 1. Does your agency have one? Most callers on the chat do not have a social media policy at their hospice.
     2. Policies are designed to set expectations for appropriate behavior and ensure that an employee’s posts will not expose the company to legal problems or public embarrassment. Include directives for when an employee should identify himself as a representative of the company on a social networking website, as well as rules for what types of information can be shared.
     3. Share outline of Hospice of the Western Reserve’s policy:
        1. Their policy is 4 pages.
        2. Covers basic employee handbook information and transfers those basic behaviors to their Social Media policy expectations.
        3. Employees can identify themselves as an employee of HWR.
     4. Monitoring is necessary for a fb page and should respond to all comments.
     5. Volunteers, counselors and hospice staff are not allowed to “friend” clients.
     6. You should have written consent to post any client pictures on any social media site.
2. Tips for your social media sites
   1. Key words to use
   2. Content needs to funny/humorous and meaningful
   3. Informative
   4. Quotes
   5. One-sentence
   6. Comics/videos
   7. Use “we” and “you”
   8. Establish a voice or personality
   9. Include contact info
   10. Provide a service
3. How to utilize social media
   1. Negative comments on facebook page or website (importance of monitoring and responding to every comment. If it’s positive, you can like it or say thank you for sharing. If negative, you need to respond, speak to the person, contact your quality officer if necessary – and of course, take it down.)
   2. Posting of pictures or projects with client’s permission – you must have signed waivers.
4. Ethical Considerations – basic guidelines of the counseling profession should apply.
   1. Be aware of your licensed ethical guidelines
   2. Gather information online choices
   3. Know your state and national regulations
   4. No personal info should be shared
   5. What services are available?
   6. Use appropriate caution in all posts.
   7. Duty to warn – policies can prepare you for this occurrence if needed.
   8. Educational tools are shared, but counseling is not a tool for facebook or blogs.
   9. Monitor! Monitor! Monitor!
5. Creating events on facebook - people aren’t registering as such, but it helps to get your word out. Ask how people attending services found out about the event. Was it by newsletter, facebook, the website? This is good information for future marketing and social media planning.
6. Grief websites- what have you used?
   1. Some favorite website mentioned by the callers on the chat are Legacy, widownet, griefnet, Dougy center, NAGC, AFSP, mygrieftoolbox.
   2. One hospice includes a list of websites in their 3 month mailings.
   3. Check recommended sites occasionally to make sure they are current, still in operation and appropriate.
7. Do you emailing clients?
   1. Comments from callers were in agreement to use email as any business would; do not use to continue friendly conversations, share administrative documents, consents, etc.
   2. Consents may be obtained to allow email; written consent is preferred.
8. Do you sharing group members contact information?

Most callers on the chat do this as a means to connect clients, but only with their permission (i.e. verbal vs. written). Again, written consents are preferred.

1. What is your hospice’s policy on texting clients?

Several callers use texting only in situations when clients can’t be reached by phone due to preference of financial concerns with phone call expense. Only basic information is shared such as appointment dates, times and meeting locations.

1. Do you leave voicemail messages?

The general agreement was that if the client voicemail message is a general message that does not identify the client, then the message left should only be general-“Hi, this is John, please call me at this number.” If the voicemail message identifies the client, then it is ok to leave a more detailed message. You may want to ask clients if you can leave messages on their consent forms.

Questions – end of chat

1. Is it ok to send postcards from/with hospice information to a client in their name and address?
   1. One hospice compliance officer okayed that since no patient info was disclosed.
   2. It was agreed that no more disclosure occurs with a postcard than with client name/address written on a hospice letterhead envelope.
2. How can I convince my organization’s leaders to start social media? Copies of other hospice facebook pages may be printed or shown online to begin educating leaders on the benefits of social media to the organization.