SOCIAL MEDIA OUTREACH

Using social media to promote CAPC membership is a great way to reach Illinois Hospice & Palliative Care Organization members and non-members. Remember to tag @CAPCpalliative in any posts so CAPC can share your posts.

Twitter

There are a few ways to promote CAPC membership through the Illinois Hospice & Palliative Care Organization members Twitter account:

• Retweet @CAPCpalliative posts about membership or relevant CAPC products/programs

• Tweet original content about CAPC membership

Sample Twitter posts:

Start or grow your #palliative care program: join us as a @CAPCpalliative member. Illinois Hospice & Palliative Care Organization members receive a discounted rate. bit.ly/capcmembership #hpm

Looking to start or grow your #palliative care program? Join Illinois Hospice & Palliative Care Organization members in becoming a @CAPCpalliative member. bit.ly/capcmembership #hpm

Facebook

Sample Facebook post:

Start or grow your palliative care program by joining Illinois Hospice & Palliative Care Organization members as a @CAPCpalliative member. CAPC offers both your entire team and your organization's entire staff with full access to evidence-based tools, training, and expert resources for palliative care programs, across all settings. Learn more about the benefits of CAPC membership and join today. bit.ly/capcmembership

LinkedIn

Sample LinkedIn post:

Start or grow your palliative care program by joining Illinois Hospice & Palliative Care Organization members as a Center to Advance Palliative Care (CAPC) member. CAPC offers both your entire team—and your organization's entire staff—with full access to evidence-based tools, training, and expert resources for palliative care programs, across all settings. Learn more about the benefits of CAPC membership and join today. bit.ly/capcmembership

Newsletter Outreach

This template can be used to include information about CAPC membership in your member newsletter, news section of website, or other communications where space is limited.

Illinois Hospice & Palliative Care Organization is a proud member of the Center to Advance Palliative Care (CAPC), the nation's leading resource dedicated to increasing the availability of quality health care for people living with a serious illness. CAPC is offering a 15% discounted membership rate to Illinois Hospice & Palliative Care Organization members, as well as the discounted member rate for the CAPC National Seminar and pre-conference sessions. CAPC members receive exclusive access to technical assistance and clinical training through a robust online course curriculum with free continuing education credits; call-in consulting with national experts in the palliative care field; hundreds of ready-to-use tools and resources; webinars on common topics; and a vibrant, collaborative community of health care professionals working with people living with a serious illness. One CAPC membership provides an organization's entire staff with full access to CAPC training, tools, and expert resources. Learn more at capc.org or contact the CAPC membership team at membership@capc.org or 212-201-2674.