



# Peggy Lillis Foundation

Fighting *C. diff* through Education and Advocacy

## **C. DIFF ADVOCATES SUMMIT**

### Social Media for Awareness & Advocacy

#### **Getting Started with Social Media**

**Be Personal and Authentic.** This is your network, and you're representing yourself first. Be yourself, and your friends and family, or new readers on Twitter, will pick up on that authenticity. And don't be afraid to be a little vulnerable and personal, especially in a forum like Facebook. When talking about health issues, sharing your personal story can make all the difference in catching someone's attention.

**Get Visual.** Try using images – photos, infographics, even goofy memes – to reinforce messages that you want to spread to your communities and more broadly. Images are more likely to be seen and to be shared.

**Be Specific.** The Peggy Lillis Foundation releases new information, stories, events, and funding requests often. Try connecting your posts about *C. diff* advocacy to a specific legislative appeal, a new event, or a story that you think will resonate with your community.

**Try to Be Helpful.** Offer resources, links to articles or tools, and make personal connections when you can. Especially for fellow patients or family members, finding the right resource (or the right person!) at the right time can make all the difference.

**Engage.** You may not know everyone who is responding to your posts, especially if you put yourself out there on Twitter or Instagram. Don't be afraid to engage people that you don't yet know. They might really appreciate the connection, and their comments or re-tweets could help advance our movement. Respond to comments, re-tweet their helpful content, share – this is the true power of social media!

**Seek Out Influencers.** Proactively connect with thought-leaders, researchers, journalists, and academics. You'll probably learn a lot, and if you can build a relationship, they'll probably learn a lot from you, too.

**Haters Gonna Hate.** Eventually, you'll probably engage with people who disagree with you online – perhaps they think you're being too open or too assertive. Don't let these folks alter your path. Listen (unless it's simply spite or hate) and move on.