

# Focus on Compassion

Enhancing Access to Palliative Care Worldwide

## Building an Impactful Online Presence Taking the Next Steps

GPIC is committed to supporting access to compassionate palliative care where it is needed most. One of the ways we do this is by working with our international partners to ensure that they have the tools necessary to share their work. To that end, we have partnered with the African Palliative Care Association (APCA) to host a series of webinars that educate partners/collaborators in ways to enhance communication efforts in Sub-Saharan Africa. The latest installment of this series was on Tuesday, May 4th focused on “Building an Impactful Online Presence – Taking the Next Steps.”



Wedzerai Chiyoka, communications consultant from APCA, kicked off the webinar with some excellent information on social media in the African context. She highlighted the importance of having an online presence and numerous options for getting started. She also spoke about how organizations could use their online presence to help meet fundraising goals.

We were joined by panelists from three different organizations who offered insight into ways of increasing and sustaining engagement on social media platforms as well as developing communication content plans across all virtual marketing mediums.

**Hannah Nichols**, communications & events coordinator for the **Hospice Foundation**, started by recapping the basics from our February webinar. She highlighted the best practices for getting started with social media, how to increase followers and engagement, and covered everything from algorithms to demographics and advertising. She then gave an overview of creating a yearly social media strategy and rotating content plans.



**Nicole Capper**, regional head for **African International Public Relations Network (IPRN)** discussed the most popular platforms in South Africa and how to increase followers on them. She then gave examples of day-to-day content scheduling.

The bulk of her presentation focused on specific case study examples of creating and running an internet campaign across social media, an organization’s website and various marketing materials. It was especially helpful for our audience to see how smaller pieces come together to form a cohesive campaign to promote an organization and its services.

**Leigh Meinert**, advocacy manager for **Hospice Palliative Care Association of South Africa (HPCA)** also joined the conversation and was especially helpful in our breakout rooms to dive further into the content and answer audience questions.



Future webinars in this series are being scheduled. If you have an idea for a future webinar topic, please email [info@globalpartnersincare.org](mailto:info@globalpartnersincare.org).

To view all videos in the webinar series, please visit the [GPIC YouTube page](#).



### Checking all the Boxes International Partnerships Done Well

One of our main mantras is, “Partnerships are about so much more than just financial support!” The partnership between [Gilchrist Hospice Care](#), located in Maryland, US, and [Nkoaranga Lutheran Hospital's Hospice and Palliative Care team](#) in Tanzania embodies this. Not only do the two organizations work together to learn and grown from one another, they are also experts in communication. They share their expertise and wisdom and make sure that each other is informed of current situations.

Gilchrist recently shared a lovely message from Nkoaranga with the GPIC team. It was a message of thanksgiving for the unwavering support that Gilchrist has provided throughout the COVID-19 pandemic as well as an update of what the Nkoaranga team has done with the funds. They even highlighted a specific employee gift from Gilchrist and shared exactly what it purchased and included a photo of the two girls that directly benefited. We appreciate them sharing this great communication between partners! Thanks to both Gilchrist and Nkoaranga for illustrating the connections that can be made between international partnerships.



### Partnership Program Benefits

Our Partnership Program matches US organizations working in hospice and palliative care with those in low-resource settings. We're looking for US partners! Not only can you help support compassionate care where the need is great, but your organization can also experience the many benefits of global engagement like increased employee engagement and morale. [Contact us](#) to learn more!

### #GlobalPallCareHero

Continuing to highlight palliative care heroes across the globe!



[Learn more about the #GlobalPallCareHero campaign](#)

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### Advisory Council Member Highlight:



**Bob Clarke**  
**CEO at Furst Group, NuBrick Partners and Salveson Stetson Group**

Bob Clarke’s engagement with GPIC started when the organization was still called FHSSA, and he has continued to give his time and talent as a member of the Advisory Council. He has been a trusted advisor to CEOs and boards for more than 30 years. His acumen in executive search and integrated talent management is valued by hospital systems, managed care organizations, medical groups, indemnity companies, end-of-life care providers, healthcare associations and other medical delivery systems across the United States.

[Read Bob's full profile](#)

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