

Hey guys,

It was so great to meet both of you yesterday! I just wanted to throw around some ideas for increasing Hope Connections' social media presence. Here's what I've come up with:

First, I thought it'd be cool to create some sort of blog (like a Tumblr?) that could be linked to the Facebook page. We already have a news feed on our official website that covers Hope Connections' big news, so I was thinking the blog could deal with more personal stories - such as individual profiles of participants, inspiring stories, behind-the-scenes of planning/training for events such as fundraisers and marathons, etc. The blog could be updated something like once a month, and I think it would attract not only more people, but also a younger crowd. I would be more than happy to create and update the blog, but the only problem is that after I leave, I don't know whether Paula, Ben, or Marie will have time to continuously update it.

Our YouTube account is also pretty sparse at the moment. We should definitely link it to the Facebook page and add it to email announcements so that more people know about it. What would be ideal is if someone could record and compile a series of videos that document our educational programs and events (of course, only if the participants are comfortable with it). Also, it would be great to interview participants of our programs and compile a series of videos about how Hope Connections helps these individuals. Realistically though, creating videos is a lot of time-consuming work, so I don't know who could have the time to make these videos. Maybe we can reach out to our participants and see if someone would be interested, or we can even contact the filmmaking departments/clubs at local schools/universities to see if anybody would like to help us out.

I think the content of our Facebook page is pretty solid, but the problem is that no one knows about our Facebook page. I was thinking we could find Facebook groups and pages for people with cancer in the D.C. area, and then message those groups to ask them to post about us. From one search with the words "Maryland cancer," I found the pages for the American Cancer Society, Maryland, the University of Maryland Greenebaum Cancer Center, and the group for Colleges Against Cancer at UMD. Which brings me to my next idea - reach out to college cancer organizations in the area. The University of Maryland and American University both have Colleges Against Cancer chapters, but I'm sure we can find other cancer support clubs in other universities in the area. We can contact them and ask if they'll post on their Facebook groups/pages about us. It would be even better if we could partner with the clubs to put on events for young adults with cancer, which I'm sure they'd be happy to do.

Another great opportunity would be to connect with [Zaching Against Cancer](#). Zach Lederer is a UMD freshman that's currently undergoing treatment for brain cancer. He started the movement of "Zaching," which is basically when someone flexes their biceps as a symbol of physical and mental strength despite fighting cancer. He has a good following, and it would be great if we could get in contact with him and have him post about us on his Tumblr. And it would be fantastic if we could submit a photo of participants and staff at Hope Connections "zaching!"

Sorry for the extremely long email, and thanks for reading all of it! I just wanted to get all of my ideas out. Let me know what you guys think, and I'm definitely willing to meet up to discuss anything in detail.

Thanks,  
Vicky