

LEARN CPR WEEK 2016 SOCIAL MARKETING

At the MRC our Learn CPR Week 2016 marketing strategy is highly focused on social media and we ask all partners to do the same. This is because social media is very cost effective, easily helps us reach Minnesotans via their friends and neighbors and is easy to execute real-time. Working together with you, our partners, we can magnify all of the CPR training events around the state ensuring every Minnesotan knows it is Learn CPR week and sees at least one invitation to sign up for a training or learn online at our new site LearnCPRnow.org. Key Social Strategies Include:

#LearnCPRnowMN

Using a special hashtag across all events will allow us to band together and show the full breadth of the events and support in Minnesota. Facebook users may see multiple images from friends combined by Facebook with this hashtag and it will help to draw more attention to the event. Be sure to use it on Facebook and Twitter with every post.

Feel free to use additional hashtags you deem appropriate such as #MinnesotaNice, #StayingAlive or #BeTheHero ☺ At the MRC we also love to see what hashtags are trending each day to see if we can find a creative way to use them in our posts and get additional views.

Create Sharable Photos

Have you noticed that many weddings these days have a photo booth and people love sharing the goofy photos on Facebook? For Learn CPR Week 2016 we'd like to leverage that trend. At your event, set up a simple photo station with a red background and fun superhero props – capes, big fake muscles, etc. Let individuals and groups take photos and let them know you'll post them on your Facebook page (or event page if you don't have one). Upload them as you take them on your phone or upload them by the end of the day (the sooner the better so guests share them during CPR Week).

Along with the photos include copy directing participants tag 5 friends and challenge them to be a hero too by learning CPR during the next 24 hours on LearnCPRnow.org

Take real-time videos

One of the most successful videos we've shared on the MRC page is a video large training in which all 100 attendees were compressing their dummies to 'Staying Alive'. This video is great because it educates viewers on compression form and the 100 beats/min timing, showcases a special moment in the training where 100 people are focused on one worthy mission and the song grabs user's attention while they are Facebooking.

Other fun video moments to capture could be following a few individuals as they learn the fundamentals of CPR from one of their group trainers, when a couple expecting a baby learn

infant CPR after the training ends or when a survivor who volunteers at the training shares how excited he is after seeing so many people join a cause so important to him. Keep an eye out for special moments and be ready to record!

LearnCPRnow.org

With every post try to inspire people who were not at the training to learn CPR. In every post include a call to action for viewers to Learn CPR now at LearnCPRnow.org. In just 2 minutes they too can learn the fundamentals of CPR and access more in-depth information and information on other Learn CPR events.

Have other great ideas?

Contact us via Facebook [MN Resuscitation Consortium](https://www.facebook.com/MNResuscitationConsortium), Twitter [@MRCbeat](https://twitter.com/MRCbeat) or Email MRC@UMN.edu