

# BCHPCA FORUM | 2014

SATURDAY AFTERNOON SESSION MAY 10, 2014 2:00-3:00

**Media Conversations** to create social change around death and dying and to engage the public as advocates for responsive quality care in BC.

## ROUNDTABLE ①

### Media and Marketing Conversations

**MODERATOR:** DR. MARYLENE KYRIAZIS, BCHPCA Regional Director – Vancouver Coastal; Co-Founder, Paul Sugar Palliative Support Foundation

## INVITED EXPERTS

- TERRY THEODORE, Vancouver News Editor, The Canadian Press
- JONATHAN CHRISTIAN, Social Media Expert, We Make Stuff Happen; Director, Pain BC

## QUESTIONS

BCHPCA invites you to share your perspectives on the following questions. BCHPCA welcomes your personal experience in this discussion.

- the current state of media in British Columbia and Canada and trends in how stories are developed and communicated
- some examples of stories developed and communicated through media that are influencing social change, particularly in the health sector
- the current state of public discourse on death and dying as communicated through media and the paths to opening these conversations through media to influence social change
- the current and potential role of media professionals and organizations in developing and communicating stories about death and dying and advance care planning

MARYLENE KYRIAZIS: Okay. Good afternoon everybody. So this is our last session for today, just before the [BCHPCA] Regional Meetings. And my name again is Marylene [Kyriazis]. I'm the [BCHPCA] Vancouver Coastal Health Regional Director. And I would like to introduce our two roundtable experts here this afternoon. We have Terry Theodore from, Vancouver News Editor with the Canadian Press, and we have Jonathan Christian, a social media expert from the company We Make Stuff Happen. He's a director on the Pain BC Board. And thank you for coming.

I'd just like to remind everybody that the roundtable session is being recorded and the recording will be transcribed and summarized. And the content for this afternoon is Media and Marketing Conversations – Media Conversations to create social change around death and dying and to engage the public as advocates for responsive quality care in BC. So let's begin.

So Terry and Jonathan, the BCHPCA invites you to share your perspectives on the following questions: What is the current state of media in British Columbia and Canada and the trends in how stories are developed and communicated?

TERRY THEODORE: I could start I guess. It's troubled to say the least. There are fewer people to do more things, more Twitter. The universe is expanding and the job market is shrinking. I know that there was a job open for the Province [daily newspaper

published in Vancouver] a couple of, well a month ago, and 432 people applied. So there are all kinds of people wanting journalism jobs but there are no journalism jobs.

So your job if you want to get our ear is to engage us. The industry is shrinking. I work for the Canadian Press which is the wire service. We're connected to Associated Press. We're the Canadian wire service. If you don't know, we go into Canadian radio stations – I think there are 550 across the country; broadcasters – CTV, Global; and most of the major newspapers across the country get our service. The smaller papers – the Kamloops Daily News which just folded actually so I shouldn't even say that but - Kamloops This Week is now there; but Kelowna Courier, Prince George – all of those smaller papers in some way get our service.

But even that, they're cutting back on that. Broadcasters are cutting back on our service if they ... they don't want the Internet. So everybody, it's tight everywhere and there are fewer people to do the job and it's distressing. So if you want to get our ear, it has to be done in the right way and I guess we can talk about that later.

And I do have a Twitter account. I never use it. [laughter] I'm terrible. I'm too busy.

JONATHAN CHRISTIAN: You haven't yet.

TERRY THEODORE: Well yes. I think I Tweeted once.

JONATHAN CHRISTIAN: Well hello everybody. Thank you so much for having me at the table. I just want to preface by not calling myself a social media expert because it's an evolving industry that never stops. And I think to become an expert, you really have to have a handle on it and I don't know if I ever will. So I call myself an enthusiast, an evangelist, anything you like, but I don't know I dare I myself an expert in social. But what I do know is this is probably the most powerful media tool that we've ever had, not just in this generation but in the world. And for us now as brand advocates and as ambassadors for certain causes, we can reach people like never before.

What we're also doing by reaching people is we're actually leaving a footprint that is there for perpetuity because whereas before we would write a letter, send an e-mail, take a photograph, it would be in a place. But now it's in every place. So that when you Tweet, when you Facebook a message, when you Instagram a picture, when you're on LinkedIn or wherever you're at and you write it down, it doesn't disappear. We actually have kind of a crude phrase in our workshops: we say it's like "peeing in a swimming pool. Once it's there it's never going to come out." [laughter] So make sure that what you do say – I said it was kind of crude – so once you've written it, it's there. So make sure what you write is quality. Make sure it's not all fluffy kittens and what the foam looks like on the top of your coffee. And make it count.

And you can reach people now like never before. So for as much as I get phone calls very often from the National Post and the Globe and Mail and the Vancouver Sun offering me great deals for newspapers, even just weekends, I just say "No". And it's not that I don't love reading newspapers. In fact, one of my favorite things to do on a Saturday. But this is my newspaper [pointing to mobile phone], this is my TV, this is my radio and I'm probably better educated and more connected from one little five inch screen than I am at double-leaf newspaper now, unfortunately. [laughter]

TERRY THEODORE: He's the problem. [laughter] I think you better ...

JONATHAN CHRISTIAN: But that's the state of affairs. Fourteen, fifteen year olds are way more savvy with these than we ever were in our age. I learned computer studies on paper tape and punch cards. I had to send it away. And I'm not that old. But now it's a touch of a button and you can pick up anything about anywhere at anytime. My daughter was here with me yesterday and today she's in Auckland. It's bang! She's already in Sunday morning. And the Internet and social media is giving us that kind of reach and that kind of touch. So make it count.

MARYLENE KYRIAZIS: So Terry and Jonathan, can you give us some examples of stories that have been developed and communicated through the media that are influencing social change, particularly in the health sector?

TERRY THEODORE: That a toughy. We didn't get these [questions] in advance so I ... I can think of a few. I can think of mistakes. Of course everybody wants to hear about mistakes, about data, their data being leaked – health data usually. Mostly scandals. But the stories that stick, that resonate I know are the stories of the person, something personal. Whether that's, something has happened to them, something's happened to their mother, something's happened to their family member.

And you know what? The thing about health stories and especially as we get older is people are starting to think about how they're going to live, how they're going to die. And these stories are interesting. People are interested in them but you have to make it personal. Of course everybody was watching the court case. They all called it "the right to die". As a matter of fact I think that's what our slug was called, was "right to die". [Ed: A slug is a short name given to an article that is in production.] Not that anybody else sees it but that's what we call it. And that was, it was an interesting conversation. It was the start of the conversation and obviously it's not over. It's ... the government has to do its thing and Quebec is doing its own thing.

And so those are stories that kind of resonate with me. But I know when someone contacts me – I get about a 100 emails a day and I glance at them on my iPhone and I keep going. And if I don't get a phone call after that or if it doesn't grab me the first time, then I'm not going to pay attention to it. So/but personal stories, stories that resonate with everyone – if you can connect if this is your mother, if this is your ... it feels like this is the same person that you know, this is your neighbour, then those are stories that resonate I think with people.

JONATHAN CHRISTIAN: I don't know if you know a lady called Grandma Betty. She is an 80-something cancer sufferer in Jefferson, Indiana. And right now on Instagram, she has 679,000 followers. She's been syndicated on news TV stories right around the world for her words of wisdom. She's an 80-something deep South grandma. Lovely voice. Lovely little one liners. And her grandson decided in her terminal days to try and help that wisdom of Grandma get out to the masses. So through a platform called Instagram which is part of Facebook, she starts posting. And every time she posts, one average – yesterday's post got 56,108 likes.

TERRY THEODORE: Wow.

COMMENTOR: What was the post?

JONATHAN CHRISTIAN: It was simply "Good morning from your favorite Grandma Betty." And it's just a picture of her sitting on her bed with her dog. And she's looking pretty sick right now. And that's as simple as that. So done well, done right, you can reach an amazing amount of people.

Marylene mentioned that I was on the Board of Pain BC. I'm on the Board because one of our children has chronic regional pain in her knee which was diagnosed in 2009. And at that time, if you Googled "complex regional pain" or "reflex sympathetic dystrophy" as some people are calling it, we were scared out of our wits. Whereas now because of social media, we've been able to connect with a lot of people who are practically living it and working through it, so much so that a story came round and CBC were in our home last week and they interviewed our daughter for an hour all about how she's going through it and how she's an advocate for Children's Hospital working with some other children. And we Facebooked it, we Tweeted it, we put in on Google Plus. The buzz around the world that suddenly we're picking up just because of key words is quite amazing.

So the biggest word for marketing and communication is #hashtag. If you've come across these, they're pan-sign knots and crosses, you put that in front of any single word and then you go Google and search it, you will find a collective of information that will just blow you away with knowledge.

So just a couple of quick examples that #complexregionalpain or #childsuffering, you'd be astonished what kind of material you can pick up and can really make a difference. So you are your own, if I dare say, you are your own Jimmy Pattison Group. Write on one of these [mobile device] and you can reach the masses in many, many different ways. So make it count. Remember too that this is recorded for history now. Everything you say is out there forever so make it count.

**MARYLENE KYRIAZIS:** Can you comment on the current state of public discourse on death and dying as communicated through media and the paths to opening these conversations through media to influence social change?

**TERRY THEODORE:** Well I know it's not enough. It's difficult to do. Our stories are getting shorter and in some ways, I think we're better off with social media. He's, Jonathan's absolutely right. If you want your own story to get out, selling it to us is far more difficult than creating your own blog. "Thirty second voicers" is what they call them in radio. So you've got thirty seconds to tell your story and you hope the reporter does the right thing. Or 400 words. Or in the case of a tabloid, it's 250 words. So getting your message out is difficult. And I think there are so many things that pull people in so many different directions that you're almost better off doing your own thing. It's great if you can sell something to us. We're happy to have it and we're always happy to have a good story. But I think that people have to start making their own – grabbing the bull by the horns and making their own stories known. Like Grandma Betty.

**JONATHAN CHRISTIAN:** Absolutely. So let me get personal. My Mom died in 2008 in a hospice in the Isle of Man. And it was her third primary cancer and third time around. And she was just too sick and too tired to fight it again. And the reason that I got into social media in 2008 was that we created a Facebook page so that our family here in Canada could communicate with my family back in the UK. And I have amazing discourses between my children and myself and my Mom through Facebook that we wouldn't have had by e-mail or telephone really. And since then I've been very much, and whenever I talk, that's always how I, part of my story, how I got into social [media].

And now when I'm hearing stories of people who are terminally ill, and there was a fellow at our church just recently – Andy Bloom. Andy died two months ago. He was seventeen days younger than me. And when you're sitting in a church and you see his family, you just think, he's my age. He's 48 [years of age] and he's gone. The community that social media creates for support and awareness is unparalleled. His wife and his kids were very strong during the funeral and I was just amazed how they were because they had a hope and a faith that it wasn't the end for him.

But I didn't even really know him that well as a dad at our church but I knew his journey and I've been following it for three years since he went through all these different stages of liver cancer. And without a shadow of a doubt that social media journey got me way more connected to that family and as a church, we felt that we could really make a difference because we were well communicated to what they needed, what the kids needed help for, how we could help fund a trip to New Mexico for this healing modality that he was trying to get involved in.

So it really helped us be involved, be connected [and] most of all, care. Because when you're in a private Facebook group or you're in a message stream and you're reading and hearing these stories firsthand, you almost feel like you're there with people without being so invasive as the phone's ringing all the time and someone's turning up at the door. So it's, for community and for engagement and compassion, I think social media has been great. I can't really honestly speak to the media in general. I can just give you real stories that I've come across myself. But I kind of love this stuff. [laughter] You might have got that already.

**MARYLENE KYRIAZIS:** And what about the current and potential role of media professionals and organizations in developing and communicating stories about death and dying and advance care planning.

**TERRY THEODORE:** I'm going to have to read that again. The current and potential roles of media professionals. I think that it's not necessarily our role. It's your role to interest me in what it is that you do. And do it in the right way. When you're communicating with me, first of all, the first thing you need to do before you come to me or before you go to the Internet is, or social media or anything else, have a plan, write it out, do a good job, have somebody else read it. There's nothing worse than spelling mistakes. When the Prime Minister's Office sends out an e-mail – they send out about three or four e-mails every day and they must have 21 year olds or something writing them because they're terrible. They ... Ottawa is not capped. These are things that you read and you think "Holy Cow! Who are these people? Wait a minute, they're running our country." [laughter]

So if you send something out, have somebody proofread it. Is it a good idea? Is your name down at the bottom? What about a phone number. How do I connect with you? And if you're sending me something and you're talking about a study, or you're selling something else, have your expert available. I cannot tell you how many times we have phoned and tried to make, have just a telephone interview, and the doctor is away all day. Well then, why did you send out this news release to us? So have all your ducks in a row, do it right, and then once the story is done, make sure that you've read the story. Because if it's wrong, I want to know because it's like "pee in a swimming pool". It goes out there and it never comes back.

If there's a mistake, we have no end of problems correcting. We used to be able to correct. No problem. Our data bank was fixed. We'd go back, we'd correct it. Nowadays the courts are imposing bans two days later and there's no way you can stop that name from coming back. There is no way. So mistakes – don't send out a mistake. Make sure that the reporter hasn't made a mistake or that you haven't made a mistake on a blog or ...

And then once you do that and then everything, then your story is getting out. It's the story you want and whatever that story is, it just has to be ... just do it right before you send it out. And if you do send me an e-mail, call me and say "Did you get this e-mail and what do you think about it?" I'm pretty truthful about those types of things, so ...

**JONATHAN CHRISTIAN:** Perfect. So I like to think of media now as a game of ping pong between old media and new media and both go hand in hand. So everything starts at a website and that's the hub of information that really you should be sharing. So when you do write that blog or you create a PDF, you're absolutely right. Create it grammatically correct and put

the proper detail. Because a Tweet at 140 characters or Instagram with a couple of #hashtags underneath is just a bridge towards somewhere. So make sure that your hub of content is absolutely correct.

And then the main thing too is to stay regular. We all know how valuable that is. But when you post on a Facebook page once a year, it's not really working. But if you're posting every day, seven days a week or multiple times seven days a week across different platforms with adjusting your message, then you start to be a very credible noise and a credible force. And I've seen that, certainly when we see it with Pain BC and the work that they're doing on social media, and they're nearly 5,000 likes on Facebook now. And quality of engagement and the podcasts that go out and the radio messaging that goes with that, the following is absolutely stupendous because people really feel that not only do they have a voice but they have a listening ear. And as I say, keeping regular and keeping that dynamic focus consistent will make a huge, huge difference.

But make sure that when people do click on whatever link it is and they do get back to home base that it's there so that ... This Society [BCHPCA] has a wonderful website. It's responsive so it's mobile friendly, it works beautifully on a tablet or an iPhone. Absolutely fantastic.

When we get to the society of social media, there's an opportunity there shall we say. So you have a great message and it's something that everybody can identify with, so it's all about storytelling. More than anything else in this day and age, it's about telling stories. It's not about selling anything. It's about telling a story. And when you see real life situations and real people and the effect and the camaraderie and the difference that one person's life can make, especially in the twilight days and the passing on that wisdom and the sharing the final wishes. Share them, because that's what makes a true difference and those stories will always engage and will always endear and are there for the longest time.

So make sure ... what is it they say, "The only two certainties are death and taxes." So it's a given. It's going to happen to us whenever we want it or not. We don't know how long it's going to be and here am I. I'm just thinking I'm just starting my second half of my life. But I could be in a road accident this afternoon. What am I leaving behind?

When I was at Andy's funeral a few weeks ago, there was his guitar and his artwork and his woodworking and everything. And I thought "What would be on my table?" And I think "It will be my laptop and my iPhone." [laughter] But that's the footprint that I'm leaving. And you can leave that great footprint through one of these or one of these [mobile devices]. Whatever it takes. Leave that footprint and do it well.

MARYLENE KYRIAZIS: Okay, so what we hear is that we need a personal story, a good story and constant communication, well written. No spelling errors. So we'll open it up to the floor now, if anybody has any questions?

COMMENTOR 1 [Lynn Wood, Oceanside Hospice Society]: Yes my question is for Terry. You mentioned make sure that you, that the article is right before it goes out. And I wondered if you had any tips around that because I've been very trusting with my local media in my small community that I live in and given them a lot of good information that I'm inspired about. And when it comes out, it's not exactly the way I had hoped for. And so I'm wondering, do you feel that it's reasonable to say "I'd like to see that article before it goes out?" What's the dynamic around that?

TERRY THEODORE: You could ask. Every once in a while that happens. But no, you're not going to get it. In journalism school they teach you never to give the subject the story before it goes out. If you need to correct it, then after you've seen it and nowadays you can see it on the Internet. Our stories, the minute they go, they're out there. The minute ... it's not just in the

newspaper the next day. So you can make corrections. The problem is it's going to be how they take it. And that's the issue. So you can only control what you do.

So you need to sell the story in this way: "This is what I think is going to happen." You can ask a reporter before they either interview you "What's going to happen? Are you/Is this going to be on camera? Are you going to record? What kind of questions are you going to ask?" Most don't lay out their exact questions but they will say "Here's the angle I'm taking because of this. There's a link to this or this." Often what happens is one story leads to another leads to another type thing. So you may be part of that string. So/and you're welcome to ask then that. "What angle are you taking?"

COMMENTOR 1 [Lynn Wood] Well I'm glad you use the word "angle" because I think sometimes I feel that there's a hidden agenda and they may be focused say on residential beds and I may be focused on promoting the other services that we provide. But it doesn't matter what you say, it comes back to the residential beds. And so I guess my choices are to make a press release and see if they issue it, which I do, or just not use that stream. Maybe try the social media.

TERRY THEODORE: Exactly. You're allowed to say "No." If somebody phones and wants to do an interview with you about whatever, "No thank you". Leave it at that. Or "Sure. I'll tell you this. But you have to, in order to be fair, you must say this." We don't do stories, or we try not to with one side. Our ... and you often see and it's usually "Stephen Harper's government was unavailable for comment." But at least we made the attempt. So the thought is "Yes, okay it's about residential beds. But it's also about this." And you have to say that. You can't say, you have to say to the reporter "Okay. You can't say this without this proviso, and that has to be in the story." And you're welcome to say that to them.

And then again it's all about editors. I'm an editor and I know. When somebody hands me a 900 word story and I have to chop it to 5[00], things have to go. So it might not be the reporter. It may be me. I might be the problem. But you're welcome to phone the reporter. And almost always you should be able to see things like that online. And then phone him and say "Hey look. This was a miscommunication" or whatever. And we change things all the time. What are called "write throughs" - we'll change something if ... and the last thing we want to do is correct it the next day. We want to correct it right now and everybody does. Very seldom do you want something wrong or inaccurate or unfair - all of those things.

COMMENTOR 2 [Dr. Joelle Bradley, Fraser Health]: Hi. I have a question over here. With social media, I'm not convinced that it's going to reach the people I want it to reach. And just putting a story out there, if I wanted to meet my community of New West[minster], I just can't imagine that working. And then the second thing. I've often thought of, it's just a comment, I've often thought of setting up a Facebook page for this advance care planning in New West[minster]. But like you say, you need to keep it updated and interesting and live all the time.

And I also worry about when people post comments to you the other way, if you don't respond it's alienating. It just seems totally overwhelming to be thinking about social media. And I'm also trying to disconnect myself from my phone more and more and more. And connect with people and not social media.

JONATHAN CHRISTIAN: Okay. So three points to that. First of all, you can localize your social media a lot more now. So there's tools like, you may have heard of a company called Hootsuite? So if you use a Hootsuite dashboard, you can make your social media listening audience 25 kilometers, 40, 50 kilometers of a certain city. So you can drop in a Geocode and you can actually then start to monitor the social just for let's just say a 20 kilometer radius around you for certain key words. So if you had a particular word that you were trying to study or reach out to, you can make it very, very local.

The other thing you can do with social media too is as I said using those #hashtags will actually create quite a good local search. But the next thing is, we all know that when we've been to a cocktail party there's lots of people in the room we'd love to get to meet. And occasionally you might get that one or two minutes next to somebody before they move on to the next person. That's really what social media quite often is. It's a cocktail party online. So find the people that you want to connect to and remember, be polite but just come alongside people instead of just putting your hands around their neck saying "Why didn't you talk to me?" Just say "Hi." And make some comments around some of their previous posts. Follow them for a short while and build up some rapport. And you'll be astonished.

I've messaged with Premier Christy Clark and prior to that Gordon Campbell. And I couldn't just pick up the phone and say "Can I speak to the Premier?" But I've been able to talk to them through social media. I've spoken to Richard Branson, I've spoken to many people I would never think would be possible to get in touch with. But with the right eloquence and the right manners, you can on social.

The other thing you said about was keeping things regular and trying to get off the phone and getting face to face. I completely agree. I always say that "The beauty of an online relationship is to take it on land." And again, it opens doors like never before for actually getting to know people so that when they do meet you and they've seen your face and they've read your posts, that "cold call" concept is already gone because you're already connected through a relationship. And it makes a huge difference when you actually do connect to people because they already know what you look like, they know the sound of your voice because you've been writing. And it can make a huge difference. So to me it's a real door opener.

But when you're tied to this, it's not fun. When people reply, they do it ... when people are looking for a reply, they expect a reply almost instantly. And if you've waited twenty minutes and somebody hasn't replied, you don't care. That's the perception. Twenty minutes. That's scary. We can't live on our phone 24 hours a day. And when we [We Make Stuff Happen] do conferences and stuff and we have teams of interns and we can work stuff really, really fast for questions. But this "Now" generation really is that. So if you're passionate, set your notifications on your phone for direct messaging. Set up the security tabs so people can't necessarily post without it being approved. But when that buzz goes, get to it soon and it will make a massive difference for the respect that you gain for replying to people fast.

TERRY THEODORE: And what's wrong with ... You don't necessarily have to be, it doesn't have to be your own interesting post. It could be links to something. It could be links to a study, links to a story, links to somebody else's comments about something. It doesn't have to be you all the time. As long as it's your community and about, or what's going on with your life, your industry etcetera.

COMMENTOR 3 [Terri Odeneal, BCHPCA Secretary-Treasurer, Outgoing; Comox Valley Hospice Society]: One of the things I think we find difficult in some of the hospice work we do is, or at least I find - maybe I shouldn't generalize - is that we have so many stories and so many heartfelt stories. And yet when people are dying and their families have just lost someone, to ask them to be a Grandma Betty sometimes feels invasive. And it feels ill-timed. And that's certainly a clinical judgment that we all make. And some people volunteer to do that. But what's the reality of taking those stories? Is there interest? Is there uptake? If you take those stories and don't necessarily attribute names to them and specific people but situationally tell the story.

TERRY THEODORE: Well that's a problem. It's about storytelling. It's about someone who is ... it's a personal story. I often think about my grandmother in this situation. She died ten years ago and she was 93 years old and she was still cranking about Jean Chretien and how she'd like to kick him in the slats. [laughter] And she was wonderful right to the very end and

she would have been the type of person who would have ... She didn't know anything about the Internet but she would have ... And you have to find those voices. And those are the hardest parts. Those are the hardest things about doing a story is finding that voice.

But I find that the older people get, the more they want to connect to the younger generation. Well we all know that, we all know that. So maybe if you asked, they might surprise you. I don't know. Some people are very private but/and some people have this façade. And that was my grandmother to me. But she wasn't that to a lot of other people. She was a shy retiring person. So I don't know if she would have done that either. But you have to find those voices and when you find those voices, it's almost like they make it okay for you to go through that journey. You go through that journey with them. And so it's okay. And when you see them at the very end ...

You know who did this really well and we all loved him was Dr. Peter [Jepson-Young]. We followed Dr. Peter ... I'll never forget it. I bawled when he died. And it's the same thing. If you can make that story. Of course his was, he chose to do this and it was prolonged and CBC chose to stick with him. But a minute of what Dr. Peter did in somebody else's situation is just as lovely. It's a lovely story to read and a lovely story to hear and people still want to hear those stories. It all goes back to storytelling, I think.

JONATHAN CHRISTIAN: Very much so. I find too that when you tell that story, the pictures and the video are way more powerful than the written word. And I watched a video recently of a dad who was terminally ill whose daughter was I think seven years old. And they enacted her wedding even though she was only seven. And they set up the garden and he walked her down the aisle and they had the bridal dress on her. She was seven years old and obviously no husband. But he still wanted, he wanted to do it. And it's recorded. Very powerful. Very beautiful. And it's something that they're always going to keep. It's so sad at the same time though. So I think the more people see other people's stories like that, the more likelihood that they may be wanting to do it. But privacy is such a respectful term that you've got to honour.

But a lot of people just don't realize the strength that they bring to other people because they're just enduring it day to day. They're used to the pain and suffering. But there could be somebody else out there who is scared stiff of getting ill. And if they could just see how other people endure, such an encouragement. So/but well done for doing what you do and thank you.

TERRY THEODORE: Well, and video is a big, is important. Everybody ... I know we have a video person dedicated to Internet video. And of course there's YouTube and how many times have you watched YouTube and just 30 seconds – that's all you need. And whether that's thirty seconds of wise advice from my grandma about Jean Chretien or [laughter] anybody else. So I think video is important. And if you can ... maybe, and I don't know, these are all ideas, ask everybody who comes in one question: "Is there something you, what's your best advice?" Anything like that. If you've got a pattern and you can get ten seconds of, ten people in ten seconds. I don't know. Just thoughts.

COMMENTOR 4 [Louise Donald, Paul Sugar Palliative Support Foundation]: I just have a question on etiquette. I think you've kind of touched on a bit of it in the last two little stories that you've said but I was just wondering if there's anything that you can tell us that will guide us in what is the right thing to say, it's okay to say it or it's not okay to say a particular thing.

TERRY THEODORE: I don't know. I know we frown on swear words still, even though it's very common when you're on the train or whatever. We don't, people don't like to read it, they don't like to hear it. And beeping it out or blanking it out just doesn't work. And there are way better things to say than swear words. So that's about the only thing that's off limits. Etiquette in

what way? Things not to say. If I'm interviewing you and I'm asking you questions, you're welcome to say whatever you want. And that's the idea.

COMMENTOR 4 [Louise Donald]: And as a reporter, would you publish that then?

TERRY THEODORE: Well not necessarily. We get back to the, okay I've got 350 words. That's the problem. What I might do is I might do a half hour interview with you and I use ... and Canadian Press does broadcasts as well, so we broadcast video and print. And I might use two clips – two fifteen second “actuals” is what we call them – and that's it. And then I write three lines in front and a “tag line” we call it, at the end. And then the radio stations use it.

COMMENTOR 4 [Louise Donald]: So do I not have any opportunity to edit your edit?

TERRY THEODORE: No sorry. So yes, so what you shouldn't be telling me is things you don't want to hear on the radio. [laughter]

COMMENTOR 4 [Louise Donald]: Okay that makes sense.

TERRY THEODORE: You have to be careful about that, but if you can joke around with me and then you can say “I'm only joking, Please don't use that.” And I won't. I don't know that other reporters would do that. The other thing is, every time you phone me and you're a newsmaker, you should expect that you are being recorded. Do not make the assumption that I am not recording you, because everybody in every newsroom has a way to press that button on their computer and they are recording you. So whatever you say is being recorded.

Now whether I use that on the radio or not, I'm not allowed to use it on radio without saying “I was recording you for accuracy. Would you mind if I use a clip or two on the radio?” And sometimes what I say is “I really like what you said on this and this, would you mind if I used that small bit on the radio?” So ...

COMMENTOR 4 [Louise Donald]: Okay. And with social media where I can send it out by myself, I can do anything.

TERRY THEODORE: Without an editor? [laughter]

COMMENTOR 4 [Louise Donald]: I'm just curious.

JONATHAN CHRISTIAN: Sorry, what was the final piece of that question with social media? Could you just repeat what you said? Sorry, I didn't quite catch what you finished saying.

COMMENTOR 4 [Louise Donald]: Oh what's my question. My question is if I use social media, I send it out myself. I can put anything out there that I want I suppose. There's no restriction on whatever I want to say about anyone I suppose. Is that right?

JONATHAN CHRISTIAN: Well you can be ... the defamation of character is the same whether it's on social media or anywhere else. So be careful what you say about people for sure. And again, it still comes back to where that source of information is coming from. So even though you might be leveraging Facebook or Twitter or Google Plus, that article still needs to come from somewhere, and ideally a website and ideally a blog post where you've written it in detail.

I was just looking ... there's a movement in California and the first word begins in "F" and ends in "K" which I won't say. But the second word is "Cancer". And it has over 110,000 people following this and a lot of people are using this as a #hashtag now. But it's actually a really, really good page. So it's controversial in its title. It's the "F" word. But the messaging is actually really, really strong. And sometimes people do that for shock value. But it looks, when you look at you think "Oh this is a bunch of Hell's Angels bikers and I don't want anything to do with this." But when you start to read the stuff, it's actually really, really helpful. So sometimes people are provocative to catch people's eyes and gain their attention. But I, you can tell from my accent I'm British, and I have a rule of thumb that I would never write anything on social media that I didn't want my Mum to read. So as much as we want to vent and we want to rant, I always say "Think twice, type once." Because it's so easy to just get it and send it and it's not necessarily the right thing to do. And when it's gone, it's gone. So "Think twice, type once" is my phrase.

TERRY THEODORE: That's why I don't go on Twitter. [laughter]

MARYLENE KYRIAZIS: And actually there's a movement like that in Vancouver as well that caught my eye on the Internet. And it was ... and I thought "Oh. What's this all about?" So I started reading it and it was a personal story about a resident of the North Shore that had cancer. And her daughter started a movement called "F ... CK Cancer". And the daughters came up with t-shirts that were printed. And it gave the Mom strength to fight cancer. And there was a whole movement and they've got a lot of donations coming in and [it's] quite popular.

But my question is, how do you engage the generation that's not tech-savvy? That doesn't necessarily have access to the Internet, does not Tweet, does not Facebook, other than the papers.

TERRY THEODORE: Take out an ad in the newspaper. [laughter] Thank goodness they're still alive. [laughter]

JONATHAN CHRISTIAN: But you know the biggest ... funnily enough, the biggest growing segment on Twitter is seniors. One of the largest population groups of growth on Facebook are women aged 55 and up.

MULTIPLE COMMENTS: [inaudible] [laughter]

JONATHAN CHRISTIAN: So it's not ... I don't think it is just the Millennium generation and the Boomers. I think it's way bigger than that now and ... My Dad passed away - we're sorry about people passing away - in January. And he was only 73 years old. But/and I swear he had sausages for fingers because his typing was terrible and spelling was terrible although he was a very intelligent gentleman. But he learned to use social in the last couple of years. And he was way more connected sitting at his kitchen table with his little iPad than he was with a newspaper for being able to write to people and message people and it ... I don't think there is a generation ...

If you're on dial-up and it's really hard and Internet ... in the Interior some of the school districts that we're trying to work with, they're still on dial-up. "Really? In this day and age?" But yes they are. Up in Salmon Arm some of the schools are still on dial-up Internet. "Wow". Hard to imagine that, this today. But it's true. But newspapers have their place, no question. That ping pong of old and new media is vital for getting it out and I would still use it to the best of its possibilities.

TERRY THEODORE: Usually we do the social media, the newspapers - we pick up on something after the social media is, after it's 100,000 hits or something. Then we will pick up on it. Not always, but normally it's that way; not the other way around.

COMMENTOR 5: That actually fits in with my question. I was, when we, if you become active on social media, I think sometimes there's the intent when you have a story that that's the first place you go. And I guess my question is with other types of media are we precluding their participation by releasing it first on social media? So if it has hit Facebook and Twitter, are we less likely to get picked up on other types of media? If we have a story, are we, does it ... so in your media plan, if its events or a story etcetera, is there a protocol in terms of who gets it first or how you release it or ...?

TERRY THEODORE: Well, no. If the local newspaper picked, had a really great story, we'd pick it up and move it national. We'd move it right across the country. What's wrong with that? If you have a great story, and it's still a good story no matter if it's, if you only hear it in Port Moody. I'm happy to pick it up and we can move it right across the country. Those are stories that everybody wants to hear. And then ... so, no, I don't think so. And if it's really big on social media then yeah, we're going to pick it up. Now if CBC picked it up and moved it across the country, we're not going to pick it up. So/because people have already heard the story. But if you've got a good story and everybody's interested in it and you have Tweets and Re-Tweets, then we would be interested in doing it.

JONATHAN CHRISTIAN: I find it interesting that CNN are now syndicating stories of penguins going across the Arctic. And I think "Why is this on CNN?" And it's almost as if they don't have enough news to fill it and they have to keep interest by buying Disney or BBC programs to fill the gaps. Because news is breaking without CNN. It used to be that that's what stories like that, it's where you go to learn it first. And I would still tune into CNN if it's something was trending and big. That's where I would probably want to go and watch to begin with.

But most of the feed I think comes through Twitter and that's what they're looking for and looking in those key words and #hashtags to pick up the story. And stories that what happened in Egypt a couple of years ago when they literally blocked the Internet, it was all coming through Facebook and Twitter until they blocked those too. And then they realized they forgot about Hootsuite. So people could still Facebook and Twitter through Hootsuite for three more days even though every other news channel had been blocked. YouTube can't be played in Turkey right now. Twitter can't be used in Turkey. But there's still messaging coming in and out. It's quite amazing how people are trying to stop social because it's so powerful. But there are ways around it too.

COMMENTOR 6 [Ruth Edwards, BCHPCA Regional Director – Interior, Incoming; North Okanagan Hospice Society]: I have three points. First of all, we have somebody dedicated in our office to be attending to social media. Every morning it's her job to make sure that the Facebook and Twitter accounts are properly maintained and that we're sending out messages appropriately. And our followers seem to be quite receptive of that. Secondly, we still pay for advertising for our fundraisers, but the social media is used in conjunction with that and it has elevated the success of our fundraisers immensely.

And thirdly, we had a family member in our hospice who after her mother died, blogged about her experience in hospice. Fortunately her experience with us was good. The other eleven families who were in hospice, however, she had some pretty strong opinions on who they were and some of their activities were quite identifiably noted in her blog. So we were able to have her remove that blog the same day, however, as you say, "Pee in the pool ... It's out there." So you do have to be monitoring what people are saying about you because had somebody not brought that to our attention, that could have been out there for days and it could have been devastating to the other eleven families who were our clients.

MARYLENE KYRIAZIS: Thank you Terry and Jonathan for all your good advice. And thank you to the audience for some great discussion. And I've got something to present to you. Thank you.

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