

Raise PTSD Awareness with

HOSTING A VIRTUAL PTSD AWARENESS MONTH EVENT

There are many ways to host a virtual event for PTSD Awareness Month. Start by thinking about the kind of event you want to have. Here are some questions to get you started:

- What kind of experience do you hope to deliver?
- Will the event be live, on-demand or both?
- Will the content be focused on PTSD Basics, Understanding PTSD

Treatment, or both?

- Will the delivery be Q&A/Ask Me Anything, a lecture, or a combination?
- When is the best time for the event?
- How will you promote the event?
- Will people still have access to the event once it's over?
- What analytics about the event do you plan to track?

Now that you have a game plan, it's time to decide on a hosting platform. Here are some formats that are easy to use for your virtual event:

Live Tweeting

Start an online discussion by live tweeting an Ask Me Anything event. Use the hashtag #PTSDAwareness to help people find and follow the conversation.

Recorded Video

Record a video for posting on any social media platform. You can use the [slides](#) from our PTSD Awareness slide deck.

Social Livestreams

- Just about every social media platform has a live video feature. Livestreams are known for driving engagement. According to Facebook, live video averages six times more engagement than regular video.
- Social livestream platforms include Facebook, Instagram, LinkedIn, Twitter and YouTube.
- Most livestreams show comments and attendees in real time.

A word about engagement:

Virtually every online platform has interactive features. Ask people to participate in polls or quizzes. Encourage live tweeting. Take requests and suggestions. At the end of the event, ask for feedback!