

## Appendix D:

### Example Facebook posts

Post Details
✕

**Staffordshire**

Published by Anthony Gale [?] · 3 April at 09:27 · €

We are working with Dying Matters to encourage #Staffordshire people to talk openly about death.

People can visit <http://bit.ly/DyingMattersStaffs> to find help and advice on how to discuss and prepare for their end of life. There are also resources for those who wish to host informal group chats in their community where people are encouraged to talk openly about dying and bereavement.

#dyingmattersstaffs

**Dying Matters Staffordshire**

Why 'pushing up daisies' isn't helpful Few of us are comfortable talking about dying and death. Look at the sheer number of phrases we use to avoid discussing it openly. We 'kick the bucket', 'pop our clogs', 'peg it', 'pass away'; we seldom simply 'die'.

DYINGMATTERS.ORG

✔ **Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

2,385 people reached
Boost Post

Pauline Wood, Bev Jocelyn and 3 others
2 Shares

Like
 Comment
 Share

**Performance for your post**

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**2,385** People Reached

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**9** Reactions, comments & shares

<b>6</b> Like	<b>4</b> On post	<b>2</b> On shares
<b>1</b> Love	<b>1</b> On post	<b>0</b> On shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares

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**46** Post Clicks

<b>0</b> Photo views	<b>19</b> Link clicks	<b>27</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Post Details
✕

**Staffordshire**

Published by Anthony Gale [?] · 24 April at 10:00 · €

Get people in your community talking openly about death, dying and bereavement by hosting community events.

Studies show it's easier to talk openly and honestly about end of life plans when in a group.

You can find loads of help and resources at <http://bit.ly/DyingMattersStaffs> to help get your started.... [See more](#)

✔ **Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

1,074 people reached
Boost Post

Chris Stanley and Hazel Ball
1 Share

Like
 Comment
 Share

**Performance for your post**

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**1,074** People Reached

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**4** Likes, Comments & Shares

<b>3</b> Likes	<b>2</b> On Post	<b>1</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

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**10** Post Clicks

<b>4</b> Photo views	<b>0</b> Link clicks	<b>6</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Figure 2 - Example social media responses

and knowing the story to be shared. Visit [dyingmattersstaffs.org](http://dyingmattersstaffs.org) for more info, and maybe we can all follow Pam and Chris' example #dyingmatters

**Dying Matters Staffordshire**  
Why 'pushing up daisies' isn't helpful Few of us are comfortable talking about dying and death. Look at the sheer number of phrases we use to avoid discussing i...  
dyingmatters.org

2 3

Add another Tweet

**Jane Ward** @JaneWar71053089 · Apr 15  
Replying to @StaffordshireCC  
I work in the community on a hospice at home team for a hospice. It is such a frustrating job at times as different community professions do things differently. But the most important thing for me is that patients have a peaceful end to their life. For me, it's a priviledge.

**Fiona** @mrsmcspud · Apr 12  
Replying to @StaffordshireCC  
2/2 I wasn't scared of death (and neither was she because of her faith) but I was scared her last hours weren't pain free and comfortable because there was no one to administer the medicines in the 'black box'.

**Fiona** @mrsmcspud · Apr 12  
Replying to @StaffordshireCC  
1/2 Mom died at home - just me & her - because there was only 1 district nurse and an auxilliary on duty after 10pm between 49 doctors surgeries & hospice not funded well enough. DN told me she'd come after 3 other patients. When she rang me back, Mom had already died.

2,685 people reached

Like Comment Share

8

4 shares 4 comments

Write a comment...

**Cassie Probert** Removing the euphemisms is a fabulous way to talk about death & dying. It happens to us all, so best be prepared well ahead of time, so many people don't get the chance to decide how they would choose their final days/weeks/months to be. Talk to your family & friends, tell them your wishes.  
Like · Reply · 18w

**John Brinders Brindley** When I die will my wife be able to pop me in the brown bin? TIA  
Like · Reply · 18w

**Catherine Northall** I don't want to die in staffordshire they'd probably throw me in a pothole and no one would discover me for years!  
Like · Reply · 16w

**Jonathan Demain** Tasteless

## Example Tweets

**Staffordshire County Council** @StaffordshireCC

It's important to make time to have honest conversations about your end of life wishes while you are still well enough to do so

It can be a difficult conversation to have but help and advice is available at [bit.ly/DyingMattersSt...](http://bit.ly/DyingMattersSt...) @DyingMatters #Staffordshire #dyingmattersstaffs

**Dying Matters Staffordshire**  
Why 'pushing up daisies' isn't helpful Few of us are comfortable talking about dying and death. Look at the sheer number of phrases we use to avoid discussing it openly. We 'kick the buck...  
dyingmatters.org

10:00 AM - 25 Apr 2018

7 Retweets 7 Likes

1 7 7

Add another Tweet

**Lesley Goodburn** @lgoodbu · Apr 25  
Replying to @StaffordshireCC @DyingMatters  
Pls don't think of these conversations as difficult because they will be if that's the way you think of them instead have important brave honest or courageous conversations

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