



GP State of Emergency: Social Media

Purpose of social media:

To raise awareness of our activity and gain visibility for the new campaign. And to get a clear message for the new Mayor – whoever they may be – on Friday 6 May about the state of emergency London general practice faces and what it needs. This gives #GPStateofEmergency a target to roll towards in the two weeks after the conference.

#GPStateOfEmergency on Twitter

Please share your thoughts and comments on the current state of emergency in general and use the hashtag [#GPStateofEmergency](#). Where possible, please copy in [@LondonwideLMCs](#).

#GPStateOfEmergency Twibbon

A Twibbon is a small image that you can overlay onto your Twitter or Facebook profile picture in order to support a campaign. You can either search for “GP state of emergency” on <http://www.twibbon.com> or go to: <https://twibbon.com/Support/gp-state-of-emergency-2>.

Click on the ‘add to’ button for the social media account(s) of your choice, in order to proceed you must be logged into the social media account(s) you have selected to add the Twibbon to.

#GPStateOfEmergency on Thunderclap

Thunderclap amplifies the impact of a message by friends and supporters saying it together – releasing their messages of support at the same time. By joining our Thunderclap, people will share the same message at the same time, spreading an idea through Facebook, Twitter, and Tumblr that cannot be ignored.

Thunderclap will only share a single message on behalf of those who sign up your support using Twitter, Facebook, or Tumblr. You can sign up for as many social media outlets as you choose. After the campaign is complete, Thunderclap will not post any additional messages on behalf of signatories.

- You can sign up to the Thunderclap by going to our campaign page: <https://www.thunderclap.it/projects/40486-gp-state-of-emergency>.
- Click on the ‘support with’ button of your choice. You can choose more than one.

In order to calculate social reach for Facebook, Thunderclap needs “Friend list” permission. It will not interact with your friends’ accounts, store their information, or post on their behalf. Permission is for the sole purpose of calculating social reach.

The message will **only** be posted to your account. You can cancel your support for the campaign by returning to the campaign page and following the prompts.

Please contact the Londonwide LMCs Communications team if you would like any assistance/ further information: comms@lmc.org.uk.