



COMMUNITY CATALYST

## Facebook Status

Your status says a lot about you and what matters to your organization. Facebook statuses can become a meme (a catchphrase or concept that spreads rapidly from person to person) and gain widespread attention. Encouraging people to repost your status as their own circulates your message and involves your followers.

The potential return on your time investment is high on Facebook. Taking a few minutes to post a status on Facebook has the potential to engage your friends (and theirs)! Not everything will, or can, go viral, but here is an example of a status that did:

### Facebook Example: Status Meme

FORUM ONE  
COMMUNICATIONS

**Consumers Union** No one should die because they cannot afford health care, and no one should go broke because they get sick. If you agree, post this as your status for the rest of the day.  
September 3 at 10:55pm · Comment · Like

**Gavin Newsom** "No one should die because they cannot afford health care, and no one should go broke because they get sick. If you agree, please post this as your status for the rest of the day."  
September 3 at 8:23pm

**UNAIDS** President Obama posted "No one should die because they cannot afford health care, and no one should go broke because they get sick. If you agree, please post this as your status for the rest of the day" on his fan page on facebook. Now this is a human rights approach to health!  
September 3 at 4:33am

**Zach Braff** agrees that no one should die because they cannot afford health care, and no one should go broke because they get sick. It's really simple to put people before profits. the rest of the world does. If you agree, please post this as your status for the rest of the day  
September 3 at 4:23pm  
3,442 people like this.

**Barack Obama** Encouraged to see this going around today: "No one should die because they cannot afford health care, and no one should go broke because they get sick. If you agree, please post this as your status for the rest of the day."  
September 3 at 7:36pm · Hide Feedback (102,107)  
92,555 people like this.  
View all 9,552 comments

**Examples:**

Post a status that applies to your audience on your page and ask your friends to repost it on their wall. Here are some sample statuses you can use to engage your key audiences.

**Young Adults:**

The health care law helps recent grads [like me] move forward by helping them [me] stay on his or her [my] parents insurance until they [I] find a job. Now that's really moving forward.

**Women:**

Women [I] can no longer be charged more for my insurance just because of my gender, and insurers will no longer be able to deny women [me] coverage for a “pre-existing condition” like a Cesarean section. Let's keep moving forward.

**Small Business:**

Getting the same insurance rates as larger companies will ease the burden on my small business and my employees. That's moving forward and keeping small businesses strong.

**Seniors:**

As I get older, I want to be able to maintain my independence — physically and financially. Closing the Medicare doughnut hole protects me from a steep financial burden. I've already received my \$250 check and am glad to know I'll be paying even less for my medicine in the future.

Moving forward means free preventative care for seniors like me, so I can stay healthy and enjoy my retirement.