Compassion & Choices and Goals of Care Coalition NJ:
NHDD social posts | April-early May 2026

Reference docs:

- Final graphics
- GOCCNJ/C&C Marketing Plan
- Meeting notes about NHDD push
- Accreditation language for marketing materials

GOCCNJ accounts to tag:

- Facebook
- LinkedIn
- Instagram, @goccnj

C&C accounts to tag:

- Facebook
- LinkedIn
- Instagram, @compassionandchoices

Other notes:

- The audience for this content is healthcare professionals.
- This content will be posted by both C&C and GOCCNJ.
- For C&C - While suggested posting dates and captions for all platforms have been provided below, the digital team can ultimately decide when and on which platforms they want to share each of the posts.
- Option to tag the Conversation Project, the founder of NHDD, to garner engagement with them:
  - Facebook
  - Instagram, @convoproject

Post #1 | Share around April 10th

Graphic - Download here

Platform	***Caption***
Facebook	Everyone deserves a say in their care.

	For healthcare professionals, National Healthcare Decisions Day on April 16 is an opportunity to start meaningful advance care planning conversations with those they care for. Build your skills and confidence to lead these vital discussions through our virtual, self-guided, and accredited Advance Care Planning Certificate Program, co-hosted with [partner org]. 💙Learn more and enroll today: acpcertificate.org #EndOfLifeCare #EndOfLifePlanning
LinkedIn	Advance care planning is a cornerstone of patient-directed care. For clinicians and other healthcare professionals, National Healthcare Decisions Day on April 16 is an opportunity to initiate those conversations with the people you support. Grow your skills and confidence through our virtual, self-guided, and accredited Advance Care Planning Certificate Program, co-hosted with [partner org]. Learn more and enroll today: acpcertificate.org #ContinuingEducation #EndOfLifeCare #EndOfLifePlanning
Instagram	Everyone deserves a say in their care. 💙 For healthcare professionals, National Healthcare Decisions Day on April 16 is an opportunity to start meaningful advance care planning conversations with those they support. Build the skills and confidence to lead these vital discussions through our virtual, self-guided, and accredited Advance Care Planning Certificate Program, co-hosted with [partner org]. Learn more and enroll today — link in bio! #EndOfLifeCare #EndOfLifePlanning #PatientDirectedCare #NHDD2026
Bluesky (C&C only)	National Healthcare Decisions Day is an opportunity to grow your skills in advance care planning. Get started today: acpcertificate.org

Post #2 | Share on April 16

Graphic - Download here

Facebook	Are you a healthcare professional? Today is National Healthcare Decisions Day, a time to initiate advance care planning conversations with your patients and clients — and to ensure you're equipped to lead them. Our Advance Care Planning Certificate Program, co-hosted with [partner org], will help you lead these conversations with confidence, deliver goal-concordant care and improve patient and family outcomes. Virtual, self-paced, accredited, and now 20% off with code NHDD20 (through 5/16)! 💙Start the conversation, and your journey, today: acpcertificate.org #EndOfLifeCare #EndOfLifePlanning
LinkedIn	Are you a healthcare professional? Today is National Healthcare Decisions Day, a time to initiate advance care planning conversations with your patients and clients — and to ensure you're equipped to lead them. Our Advance Care Planning Certificate Program, co-hosted with [partner org], will help you lead these conversations with confidence, deliver goal-concordant care, and improve patient and family outcomes. This virtual, self-paced course can be completed in just 1-1.5 hours (depending on credential type), and is now 20% off with code NHDD20 (through 5/16)! Enroll today: acpcertificate.org #ContinuingEducation #EndOfLifeCare #HealthcareLeadership

Instagram	Are you a healthcare professional? Today is National Healthcare Decisions Day, a time to initiate advance care planning conversations with your patients and clients — and to ensure you're equipped to lead them. Our Advance Care Planning Certificate Program, co-hosted with [partner org], will help you lead these conversations with confidence, deliver goal-concordant care, and improve patient and family outcomes. ✅ Completed in as little as 1 hour (depending on credential) ✅ Virtual and self-paced ✅ 20% off with code NHDD20 (through 5/16) Start the conversation, and your journey, today. Link in bio! #EndOfLifeCare #EndOfLifePlanning #PatientCare #HealthcareLeadership #ContinuingEducation #NHDD2026
Bluesky (C&C only)	In honor of National Healthcare Decisions Day, save 20% on our Advance Care Planning Certificate Program with code NHDD20 : acpcertificate.org

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Post #3 | Share anytime in the last two weeks of April or early May

Graphic - Download here

Facebook	Become the trusted guide your patients, clients, and community need. Advance care planning ensures people's wishes and values are known — but those conversations require skill, trust, and confidence to lead well. Our Advance Care Planning Certificate Program, co-hosted with [partner org], equips healthcare professionals to facilitate care conversations rooted in what matters most to each person.

	💙Save 20% off the registration cost with code NHDD20 (through 5/16)! Get started today: acpcertificate.org #EndOfLifeCare #EndOfLifePlanning
LinkedIn	Become the trusted guide your patients, clients, and community need. Advance care planning ensures people's wishes and values are known — but those conversations require skill, trust, and confidence to lead well. Our Advance Care Planning Certificate Program, co-hosted with [partner org], equips healthcare professionals to facilitate care conversations rooted in what matters most to each person. This course is especially relevant for: • Physicians, Physician Assistants, Nurse Practitioners, Advance Practice Nurses • Certified Nursing Aides/Assistants, Registered Nurses, Licensed Practical Nurses • Social Workers • Pharmacists Save 20% off the registration cost with code NHDD20 (through 5/16)! Get started today: acpcertificate.org #ContinuingEducation #EndOfLifeCare #HealthcareLeadership
LinkedIn	Become the trusted guide your patients, clients, and community need. 💙 Advance care planning ensures people's wishes and values are known — but those conversations require skill, trust, and confidence to lead well. Our Advance Care Planning Certificate Program, co-hosted with [partner org], equips healthcare professionals to facilitate care conversations rooted in what matters most to each person. And now, you can save 20% with code NHDD20 (through 5/16)!

LinkedIn	Accompany the people you serve on their care journey. Facilitate conversations rooted in their values and wishes. Improve the care experience for all. Get started today. Link in bio! #EndOfLifeCare #EndOfLifePlanning #HealthcareLeadership #ContinuingEducation
Bluesky (C&C only)	Become the guide your patients need. Enroll in our Advance Care Planning Certificate Program & save 20% with code NHDD20 : acpcertificate.org