

# ANMAR YOUNG GROUP

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## How the social media allows us to increase the volunteers engagement

The ANMAR YOUNG Group is the young Group created in the ANMAR Association (Italian Association for Italian RMDs Patients).

Since that moment our group had a constant grow-up also thanks to the use of social networks.

During the pandemic period we did monthly webinars for all the year 2020-2021, concerning various topics in collaboration with SIR YOUNG (the Italian group of young rheumatologists under 40 years old).

The online live meetings were followed very much during all year long, and they were an occasion of comparison between the patients, who followed both the Facebook and Instagram pages, and the rheumatologists.



Compared to the pre-pandemic period, the use of social networks has a very fundamental role in raising awareness about the importance of RMDs and in awareness about the existence of these kind of diseases between young people.

In our specific case, the use of social media platforms was a common practice also in the years before the pandemic, so, after it, we decided to increase our social presence on Facebook, and now we have more than 1290 people following the page.

This activity allowed us to increase our visibility online and, consequently, we had an increasing number of active volunteering requests for our working group.

At this time the working group which constantly works to the initiatives is made of six people, mainly from north Italy, who provide to the creation of diverse social contents.

During all our activity we did also a project of narrative medicine: “Chronical Stories” in which we wrote some articles about various topics about RMDs and chronic pain problems.



The permanent columns in our work are the following:

Raising awareness contents for international day, Live streaming, funny contents and bookish advises always concerning our main topics (RMDs and Chronic Pain).

After the stabilization of the working group it was possible to increase even more our online presence, not only on Facebook, but also on Instagram, taking more care of the graphic part of proposed contents.

A very important appointment is the annual meeting of our group.

This is a unique opportunity to meet each other, talking of various topics and doing the brainstorming activities to plan the initiative of the next year.

This year was the second annual meeting and we could plan different activities that we want to implement more in the next few months.



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