Sharing Creative Messaging on Social Media

Hospitals earn 25 points on the Hospital Campaign scorecard for each time they publish a post promoting organ, eye, and tissue donation on their social media accounts.

Here are tips for making the most of Hospital Campaign social media messaging and images.

- Include a link to a donor registry with each post.
- Share messaging and images with hospital marketing departments well in advance. (Hospital clinical champions may be helpful in reaching hospital marketing departments.)
- Promote the #LetLifeBloom hashtag and track its usage.
- Repurpose social media images for use in email blasts from hospital leaders and in community newsletters.

Sample Posts

Use the following messaging samples to craft posts and tweets for your campaign. You can access social media graphics sized for Facebook, Twitter, and Instagram here.

National Donor Day—Wednesday, February 14

- Love is in the air! Spread the love and #LetLifeBloom by registering as an organ, eye, and tissue donor this #NationalDonorDay.
- Share the love! #LetLifeBloom and give the gift of life by signing up now as an organ, eye, and tissue donor. #organdonor
- February 14 is #NationalDonorDay. Sign up now as an organ, eye, and tissue donor to #LetLifeBloom!

Celebrate Spring—Tuesday, March 20

- Happy #FirstDayOfSpring! Celebrate the season of new life by giving the gift of life. Register as an organ, eye, and tissue donor and #LetLifeBloom.
- Share the joy of spring! Sign up now as an organ, eye, and tissue donor and #LetLifeBloom. #organdonor
- Celebrate spring! Give the gift of life. Sign up now as an organ, eye, and tissue donor. #LetLifeBloom #organdonor
National Donate Life Month—April

- It’s #NationalDonateLifeMonth. Gift the give of life and register as an organ, eye, and tissue donor. #LetLifeBloom
- Are you an #organdonor? Tell your friends and encourage them to register as an organ, eye, and tissue donor during #NationalDonateLifeMonth! #LetLifeBloom
- #LetLifeBloom during #NationalDonateLifeMonth! Sign up as an organ, eye, and tissue donor.