



Sign up to give the gift of life.
Register as an organ, eye, and
tissue donor.



Sharing Graphics on Social Media

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

Below are some tips for making the most of the campaign graphics and messaging provided.

- Include a link to a donor registry with each post
- Share graphics and messaging with your organization's marketing and communications departments well in advance
- Repurpose social media graphics for use in email blasts from hospital leaders and in community newsletters
- Use the #LetLifeBloom hashtag to participate in the organ donation conversation

Sample Posts

Tailor the following sample messages to use on your organization's Facebook, Twitter, and Instagram. You can [access graphics sized specifically for each channel](#).

National Donor Day—Friday, February 14, 2020

- #NationalDonorDay celebrates lives saved by organ, marrow, tissue, blood, and platelet donation—and the people who make it possible, including living and deceased donors and their family members and hospital staff. Sign up to be an #OrganDonor at [\[link to donor registry\]](#). #LetLifeBloom
- February 14 is #NationalDonorDay. Show some heart! Sign up now as an #OrganDonor to #LetLifeBloom.

