



## 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](#).

#### Eye Donation Month—November

- See donation in a beautiful light! Celebrate #EyeDonationMonth by registering as an organ, eye, and tissue donor. #LetLifeBloom
- Give the gift of sight during #EyeDonationMonth. Sign up today as an organ, eye, and tissue donor and #LetLifeBloom.
- Share the joy of sight and life by signing up today as an organ, eye, and tissue donor. #LetLifeBloom #organdonor

