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—Thursday, February 14, 2019

- Spread the love on National #DonorDay! Sign up as an organ, eye, and tissue donor at [link to donor registry]. #LetLifeBloom
- February 14 is National #DonorDay. Sign up now as an organ, eye, and tissue donor at [link to donor registry] to #LetLifeBloom!

Celebrate Spring—Wednesday, March 20, 2019

- Happy first day of spring! Make a splash this season by signing up as an organ, eye, and tissue donor at [link to donor registry]. #LetLifeBloom
- Make a splash in someone else’s life! Sign up as an organ, eye, and tissue donor at [link to donor registry]. #LetLifeBloom
- Organ donors make a splash! Register as an organ, eye, and tissue donor at [link to donor registry]. #LetLifeBloom