



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](#).

Celebrate Spring—Thursday, March 19, 2020

- On this first day of spring, put the spring back in someone's step by signing up as an organ, eye, and tissue donor at [\[link to donor registry\]](#). #LetLifeBloom #OrganDonor
- Put the spring back in someone's step! Sign up as an organ, eye, and tissue donor at [\[link to donor registry\]](#). #LetLifeBloom #OrganDonor

