WORLD BLOOD DONOR DAY
2020

SOCIAL MEDIA TOOLKIT
For Partners
How to use these resources

SOCIAL MEDIA TOOLKIT

Since 2017, Facebook has worked with blood banks and organizations around the world to help increase voluntary blood donations. In the midst of the COVID-19 pandemic, the need for blood banks to maintain a safe and stable supply of blood is more urgent than ever. We recognize that this uncertain time presents unique challenges for blood banks across the world.

To help support your organization, we’ve created an easy-to-use social media toolkit for World Blood Donor Day to help you find creative ways to encourage healthy people to voluntarily give blood and support blood donations. Our goal is to help people understand why donating blood is an important, safe and necessary practice, especially right now.

We understand that based on local context, each city, region and country may have different approaches to blood donations and donors may have varying levels of comfort with giving blood during the COVID-19 pandemic.

While we’ve included suggested content in this toolkit, we defer to blood banks and local public health guidance on the best way to communicate about blood donations in your communities.

Included in the kit are videos, frames and key messages to help raise awareness about the need for blood donations and inspire people to take action and give blood.

After months of uncertainty, let’s share how people can regain a sense of purpose by helping others.

Read on for more information about the World Blood Donor Day campaign and detailed instructions on how to use these resources for World Blood Donor Day and beyond.
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Every few seconds, someone, somewhere needs a blood transfusion to save their life. But, while the need for blood is universal, timely access to safe blood is not.

Voluntary blood donors are essential to a safe and reliable blood supply. But in too many countries, people do not know when, where or how to give blood, leaving millions of people without access to this critical lifeline. Even countries with more developed blood banking infrastructure can still face blood shortages and challenges maintaining the safety of blood and blood products.

The COVID-19 pandemic has also changed how and where people can give blood. Countries around the world have been impacted by an acute shortage of voluntary blood donations as people adhere to stay-at-home orders and mobile blood drives are cancelled.

Yet unlike so many of the challenges and injustices the world faces today, this is one problem that every country and individual has the power to help fix, starting now. The Facebook Blood Donations feature is one tool that can help by allowing blood banks to quickly notify people when there is a need for blood in their community and communicate with nearby donors about how they can donate safely.

The World Health Organization’s theme for this year’s World Blood Donor Day is “Safe blood saves lives” with the slogan “Give blood and make the world a healthier place.”

1 World Health Organization
How You Can Help

Before, during, and after World Blood Donor Day on June 14, we encourage you to join the campaign in three simple ways:

1. **Spread the word** about the constant need for safe blood and encourage individuals and organizations to do the same. To ensure that countries have a reliable supply of safe blood and blood products, they need a reliable flow of voluntary donations even during the COVID-19 pandemic.

2. **Share** how voluntary blood donations help save lives. Highlight the importance of voluntary blood donation by sharing how safe blood saves lives and how easy it is to donate safely.

3. **Ask people to sign up as blood donors on Facebook** to learn when and where to give blood safely. Join Facebook and partners around the world as we celebrate blood donors and inspire as many people as possible to sign up to be voluntary blood donors on Facebook in honor of World Blood Donor Day.

About World Blood Donor Day 2020
World Blood Donor Day 2020 & Beyond

FACEBOOK BLOOD DONATIONS

How to encourage people to sign up for the Blood Donations feature in your social media content:

- Honor World Blood Donor Day by signing up as a blood donor on Facebook. You will be notified when blood banks or organizations near you need donors. Together, we can help make the world a healthier place. facebook.com/donateblood

- Since Facebook launched its Blood Donations feature in 2017, more than 60 million people have signed up on the platform to be blood donors. Join the campaign to ensure that everyone has access to the life-saving blood they need: facebook.com/donateblood

- Every few seconds, someone, somewhere, needs a blood transfusion to save their life. But in too many countries, there are not enough voluntary blood donations to save everyone. Facebook’s Blood Donations feature makes it easier to sign up as a blood donor & find organizations in need. Sign up today: facebook.com/donateblood

NOTE: For sponsored ads & boosted content, use tinyurl.com/fbdonateblood
World Blood Donor Day 2020 & Beyond

SOCIAL MEDIA CONTENT

Included in the kit are pre-made and customizable videos to help raise awareness about the need for voluntary blood donations and inspire people to take action and give blood.

These videos and graphics can be used to drive awareness and engagement before, during and after World Blood Donor Day on Sunday, June 14. You can share these materials on Facebook, Instagram, WhatsApp and in Facebook Groups.

Global Hashtags and Relevant Links:

#SafeBloodSavesLives  #GiveBlood  #GiveBack  #WorldBloodDonorDay

- WHO World Blood Donor Day website
- Facebook Blood Donations feature
World Blood Donor Day 2020 & Beyond

PRE-MADE AWARENESS VIDEOS

Use these videos to help educate donors about the ongoing need for voluntary blood donations before, during and after World Blood Donor Day and inspire them to take action and donate blood.

How to use these pre-made videos for social media posts or Facebook advertising campaign:

1. Download videos here or click on images to the right to learn more about each video.
2. Upload video to your Facebook or Instagram page, WhatsApp account or in your Facebook Group. To run an ad, upload the video in Ads Manager or use the “Boost Post” button. Get started with ads and learn more about how to create an ad.
3. Write content for your post or use the suggested messages in this toolkit.
4. Choose a webpage to link to that gives people more information on donating blood or encourage them to sign up for the Facebook Blood Donations feature.
5. Post video or publish your ad campaign.
Show people how to sign up for blood donations on Facebook.

World Blood Donor Day
Honor #WorldBloodDonorDay. Sign up as a blood donor on Facebook & get notified when [insert partner name] needs blood.

Year-round
Sign up as a blood donor on Facebook. Get notified when [insert partner name] is in urgent need of donations.

Suggested link:
Blood Donations on Facebook
- For posts: facebook.com/donateblood
- For sponsored ads & boosted content: tinyurl.com/fbdonateblood

DOWNLOAD VIDEOS HERE
Share how safe blood saves lives.

**World Blood Donor Day**

One pint of blood can save up to three people’s lives! This #WorldBloodDonorDay, help your community by signing up to donate blood today.

**Year-round**

#SafeBloodSavesLives, today and every day. Help up to three people in your community by signing up to donate blood today.

**Suggested link:**
Link to your blood bank’s appointment page

[DOWNLOAD VIDEOS HERE]
Show people how easy and safe it is to donate blood.

**World Blood Donor Day**

Donating blood is safe & easy. This #WorldBloodDonorDay help your community and make an appointment to give blood today!

**Year-round**

Giving blood is safe and simple, even right now. Blood banks follow stringent safety procedures, so you can donate with peace of mind. Sign up today.

**Suggested links:**
- Link to your blood bank’s appointment page
- Link to your blood bank’s website with information on donation safety

[DOWNLOAD VIDEOS HERE]
Pre-made awareness videos

Show all the ways people can support beyond just giving blood.

Year-round

Blood banks need your help in many ways: spread awareness about why blood donation is important, volunteer time to your local blood bank or donate money.

If you can’t give blood, please help us spread awareness for why it’s so important for others to give. Blood banks are in urgent need of donations and need your help.

Suggested link:
Link to your blood bank’s home page or a page with multiple ways to help support blood bank needs

DOWNLOAD VIDEOS HERE
CUSTOMIZABLE VIDEO TEMPLATES

You can customize these videos with your organization’s location, name, and a call to action.

How to create a custom video:

1. Download the materials [here](#) or click on images to the right to learn more about them.
2. Follow the instructions to adjust the words and images to suit your needs.
3. Upload video to your Facebook or Instagram page, WhatsApp account or in your Facebook Group. To run an ad, upload the video in Ads Manager or use the “Boost Post” button. [Get started](#) with ads and [learn more](#) about how to create an ad.
4. Write content for your post or use the suggested content on the following pages.
5. Update URL to your website.
6. Post video or publish your ad campaign.

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Ongoing Blood Donation Promotion

Make seasonal donation requests

Reach out when there are blood shortages

Dispel myths around blood donation

Thank and spotlight your donors
Seasonal donation requests.

Highlight seasonal moments where people may feel more inspired to donate blood.

**Suggested post content:**

Your community needs you. Make an appointment to give blood this [insert holiday].

This [insert holiday], give back to your community by giving blood. Make an appointment today.

**Suggested links:**

- Link to your blood bank’s website home page or a page with multiple ways to help support blood bank needs
- Link to your blood bank’s appointment page

[DOWNLOAD POWERPOINT]
Urgent donation requests.

When certain blood types, or all blood stores are low, use these materials to let your community know blood is needed now.

Suggested post content:

*[insert city name]* we are in urgent need of *[insert blood type]*. Please spread the word and make an appointment to donate if you’re able!

We are in urgent need of *[insert blood type]* donors. Help your community in this time of need. Make an appointment today.

Suggested links:

- Link to your blood bank’s appointment page
- Link to blood bank’s website with more information on blood donations

[DOWNLOAD POWERPOINT]
Myth busting.

Overcome local misconceptions about who is and isn’t eligible to give blood.

Suggested post content:

Donating blood is safe & easy. Help our community & make an appointment to give blood today!

Safe blood saves lives, today and every day. Help up to three people in your community by signing up to donate blood today.

Suggested links:

• Link to your blood bank’s appointment page
• Link to blood bank’s website home page with more information on blood donations and eligibility
• Link to your blood bank’s website home page or a page with multiple ways to help support blood bank needs

DOWNLOAD POWERPOINT
Thank and spotlight your donors.

Thank the people who have made a difference in someone else’s life through a blood donation and feature those who would like to share their gratitude with donors.

Suggested post content:

Become a life saver and a local hero, like [insert name]. Become a blood donor today.

Your community needs you. Give back by giving blood.

Suggested links:

- Link to your blood bank’s appointment page
- Link to blood bank’s website home page with more information on blood donations and eligibility

Download PowerPoint
Ongoing Blood Donation Promotion

Other messaging ideas.

Safe blood saves lives. Every few seconds, someone, somewhere needs a blood transfusion to save their life².

- Access to safe blood and blood products is a matter of life or death for people who are suffering complications during childbirth; fighting to survive a road accident or natural disaster; enduring severe anemia or malnutrition; undergoing surgery; or struggling with cancer or blood disorders.
- Even when the world stops, millions of lives depend on regular access to safe blood transfusions.
- There is no substitute for blood. Countries rely on a continuous supply of blood donations to ensure safe blood is always available.

The right to access safe blood is universal. Access to safe, timely blood transfusions isn’t.

- Too many countries are currently experiencing an acute shortage of voluntary blood donations, leaving millions of people without access to this critical lifeline.
- Voluntary blood donors are essential to a safe and reliable blood supply, but in too many countries, people do not know when, where or how to give blood.

By supporting voluntary blood donations and the health systems they rely on, we can ensure that safe blood is available wherever and whenever it is needed to save lives.

- We all have the power to ensure universal access to safe, timely blood transfusions by signing up as voluntary blood donors.
- Facebook’s Blood Donations feature has made it easier for more than 60 million voluntary blood donors to find meaningful opportunities to give nearby.
- By becoming regular blood donors, we can ensure that no person or community goes without the life-saving blood they need.
- People who may not be eligible to donate blood can also make an impact by inspiring others to donate and spreading awareness about the constant need for safe blood at home and around the world.

² World Health Organization
Organic awareness

FRAMES

Frame your Facebook Page profile photo to spread the word and encourage friends to support blood donations in your area. The custom frames are free and available for anyone to use.

How to publish the frame:
1. Download the file WBDD2020.png from here
2. Go to the Facebook Profile Frame Studio
3. Choose ‘Create a Frame’
4. Select the Facebook account from the dropdown menu where you would like to host the profile frame.
5. Drop the WBDD2020.png file into the grey frame. Stretch it and make sure it is properly centered in all the frames.
6. Complete the information in the form:
   • Name: WBDD2020
   • Location: anywhere
   • Schedule: right away
   • Key words: World Blood Donor Day
7. Publish your frame
Organic awareness

FRAMES

Frame your Facebook Page profile photo to spread the word and encourage friends to support blood donations in your area. The custom frames are free and available for anyone to use.

How to use frame:
1. Go to facebook.com/profilepicframes
2. Click your profile picture in the bottom left and select your Page
3. Search for frame with “World Blood Donor Day”
4. Select frame and click “Use as Profile Picture”

More information:
How do I add a frame to my Page's profile picture on Facebook?