

Social media key messages, content, and links

Date: April 2019

Key Messages

Twitter

NOTDAW

- It's National Organ and Tissue Donation Awareness Week. Talk to your family about organ donation and register your decision. #TakeTwoMinutes
- Talk to your family about organ donation—it's a conversation that could save up to 8 lives. #TakeTwoMinutes

48in48

- Help @BC_Transplant reach 4,800 registrations in 48 hrs! Register your decision for organ donation at taketwominutes.ca #48in48 #Register2Give
- Join the conversation—register your decision for organ donation at taketwominutes.ca #48in48 #Register2Give
- Join @BC_Transplant as we attempt to reach 4,800 registrations in 48 hrs. Go to taketwominutes.ca today! #48in48 #TakeTwoMinutes
- You can make a difference today. Join #48in48 and register your decision on organ donation at taketwominutes.ca #48in48 #TakeTwoMinutes
- #TakeTwoMinutes and register your decision to be an organ donor. Help us reach 4,800 registrations in 48 hours. 1 organ donor can save up to 8 lives. #Register2Give

Campaign

- What takes 2 minutes? Brushing your teeth. Picking a Netflix movie. Registering as an organ donor. #TakeTwoMinutes and register now. Taketwominutes.ca #Register2Give
- Want to feel awesome in less than 2 minutes? Register as an organ donor today. 1 organ donor can save up to 8 lives. Taketwominutes.ca #TakeTwoMinutes.
- Time is everything. This is why we promise registering as an organ donor should only #TakeTwoMinutes. That's faster than microwave popcorn!! #Register2Give
- Do good, feel good! Register to be an organ donor and get that warm fuzzy feeling. 1 organ donor can save up to 8 lives. Taketwominutes.ca #TakeTwoMinutes

#LightUpGreen

- See BC #LightUpGreen in support of organ donation on April 24—featuring the BC Legislature, @telus Garden, @canadaplace sails, @scienceworld and more!

- BC will be lighting up green for organ donation on April 24! Popular landmarks including the BC Legislature, BC Place, Science World and many city halls will be going green. Thanks to all who are participating. #LightUpGreen #NOTDAW
- BC is going #Green! Find your nearest landmark from the list below and share a picture with us. Please hashtag #LightUpGreen #NOTDAW and tag us @BC_Transplant!

Walks of Life

- Join us on April 24 at 4:30pm outside Creekside Community Centre in Vancouver for our Walks of Life event. We will be honouring all organ donors and donor families for their incredible gifts of life. #WalksofLife #NOTDAW #TakeTwoMinutes
- Honour all organ donors, living donors, donor families, and transplant recipients and show your support for organ donation. Join us April 24 at 4:30pm behind Creekside Community Centre in Vancouver. #WalksofLife #NOTDAW

Facebook/Instagram

NOTDAW

- It's National Organ and Tissue Donation Awareness Week. Talk to your family about organ donation and register your wishes at taketwominutes.ca. #Register2Give
- Talk to your family about organ donation—it's a conversation that could save up to 8 lives. #Register2Give #NOTDAW

48in48

- Let's help @BC_Transplant reach 4,800 registrations for organ donation in 48 hrs! Head over to taketwominutes.ca and register your decision today. #48in48 #Register2Give #TakeTwoMinutes
- 27% of British Columbians have registered their organ donation decision. But what about the other 73%? Make a difference today and taketwominutes.ca to register. #48in48 #Register2Give
- Join the conversation—register your decision for organ donation at taketwominutes.ca. #48in48 #Register2Give
- You can make a difference today. Join #48in48 and register your decision for organ donation at taketwominutes.ca #48in48 #Register2Give

Campaign

- Sometimes even tying your shoelaces can seem like quite the task. Plus you will eventually have to do it again. Do you know what takes less time than tying your shoelaces? Registering to be an organ donor. And you only need to register once. #TakeTwoMinutes and you could save a life. Taketwominutes.ca #Register2Give
- Doing nice things can be time-consuming. Baking casseroles? HOURS of your time. Playing cards with your grandpa? Could be all day. But registering to be an organ donor, on the other hand, will only #TakeTwoMinutes! Consider doing it now, and be sure to discuss your wishes with family and friends. Taketwominutes.ca

- Want an easy win to feel great? Register to be an organ donor today. It will only #TakeTwoMinutes and you could save a life. Great deed and fuzzy feels without any hassle. #Register2Give taketwominutes.ca
- Did you know there are over 660 people in BC waiting for a transplant? You can give someone great hope by registering your decision today at taketwominutes.ca. And have a conversation with your family about your wishes. 1 organ donor can save up to 8 lives. #Register2Give #TakeTwoMinutes

#LightUpGreen

- BC is lighting up green on April 24 and you can be a part of it! Share photos of your local landmarks as they #LightUpGreen in support of organ donation and transplantation. #NOTDAW
- #LightUpGreen! Have a look at the list below and share a photo of your local landmark. BC will be shining bright in green in support of National Organ and Tissue Donation Awareness Week. Join the fun!

Walks of Life

- Be sure to stop by outside Creekside Community Centre in Vancouver on April 24 at 4:30pm for our #WalksofLife event! This walk will end by Science World with a beautiful ceremony to honour all donors for their selfless gifts of life. #WalksofLife #NOTDW
- On April 24 at 4:30pm, join us for our #WalksofLife event by Creekside Community Centre in Vancouver. Without the organ donor, there is no transplant story. Help us honour all those living donors, organ donors, and donor families who have given the incredible gift of life. #NOTDAW #TakeTwoMinutes

Links

- National Organ and Tissue Donation Awareness week: <http://www.transplant.bc.ca/our-services/awareness-programs/national-organ-and-tissue-donation-awareness-week>
- Register your decision: <https://register.transplant.bc.ca/taketwominutes.ca>
- Verify your decision: <https://register.transplant.bc.ca/verification>
- Transplant stories:
 - <http://www.transplant.bc.ca/about/news-stories/organ-donation-transplant-stories>
 - https://www.youtube.com/channel/UC6t1NM16_2y_HlcnUSQWxVA

Social media handles and hashtags

- Facebook: @BCTransplant
- Twitter: @BC_Transplant
- Instagram: @BC_Transplant
- Hashtags:
 - #Register2Give
 - #48in48
 - #TakeTwoMinutes
 - #BCTransplant
 - #LightUpGreen