Social media key messages, content, and links

Date: April 2017

Key Messages

Twitter

NOTDAW

- Next week is National Organ and Tissue Donation Awareness Week. Talk to your family about organ donation #Register2Give
- Talk to your family about organ donation—it's a conversation that could save a life #Register2Give

48in48

- Help @BC_Transplant and @Global_BC reach 4,800 registrations in 48 hrs! Register your decision for organ donation at transplant.bc.ca #48in48 #Register2Give
- Join the conversation—register your decision for organ donation at transplant.bc.ca #48in48 #Register2Give
- Join @Global_BC and @BC_Transplant as they attempt to reach 4,800 registrations in 48 hrs. Go to transplant.bc.ca today! #48in48 #Register2Give
- You can make a difference today. Join #48in48 and register your decision for organ donation at transplant.bc.ca #48in48 #Register2Give

Campaign

- Amy was a registered organ donor—a decision that made it easier for her family to choose to donate her organs. Register your decision today at transplant.bc.ca #Register2Give
- An organ donor gave Susan a second chance at life—one she can share with her grandkids. Register your decision at transplant.bc.ca #Register2Give
- A double-lung transplant gave Miranda the chance to plan a future with her family. Register your decision today at transplant.bc.ca #Register2Give
- There are over 600 ppl in BC waiting for a transplant. Register your decision today at transplant.bc.ca #Register2Give

Facebook/Instagram

NOTDAW

- It's National Organ and Tissue Donation Awareness Week. Talk to your family about organ donation and register your wishes at transplant.bc.ca #Register2Give

- Talk to your family about organ donation—it's a conversation that could save a life #Register2Give

48in48

- Let's help @BCTransplant and @Global_BC reach 4,800 registrations for organ donation in 48 hrs! Head over to transplant.bc.ca and register your decision today #48in48 #Register2Give
- Join the conversation—register your decision for organ donation at transplant.bc.ca #48in48 #Register2Give
- You can make a difference today. Join #48in48 and register your decision for organ donation at transplant.bc.ca #48in48 #Register2Give

Campaign

- "We weren't surprised to learn that Amy had signed as an organ donor. Giving to others was how she lived her life – giving to her students, her community, her friends and family. Even in dying she gave life to others."
  Amy was a registered organ donor—a decision that made it easier for her family to choose to donate her organs. Register your decision today at transplant.bc.ca #Register2Give
- "10 years ago a donor's life saved mine. My grandkids are my world, and I thank my donor for every moment with them. – Susan
  It's been 10 years since Susan's life-saving liver transplant. Thanks to an organ donor she lives a healthy life, runs 10 k races, volunteers and enjoys precious moments with her grandkids. You can make a difference today by registering your decision at transplant.bc.ca and having a conversation about your wishes with your family #Register2Give
- A double-lung transplant gave Miranda a second chance at life—one she can spend with her family, friends, and making plans for the future. Have you registered your decision yet? Register your decision today at transplant.bc.ca #Register2Give
- Did you know there are over 600 people in BC waiting for a transplant? Register your decision today at transplant.bc.ca, then have a conversation about your wishes with your family. It's a conversation that could save a life #Register2Give

Links

- Register your decision: https://register.transplant.bc.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_HIcnUSQWxVA

Social media handles and hashtags

- Facebook: @BCTransplant
- Twitter: @BC_Transplant

- Instagram: @BC_Transplant
- Hashtags:
    - #Register2Give
    - #48in48
    - #BCTransplant