

Social Media Toolkit

Hi there! Thank you for your interest in raising awareness for organ donation and transplant. Together, we can help amplify this important message across BC. We have a variety of digital content here that you can download and share.

Social media is a great platform to connect with other transplant recipients, living donors, donor family members and supporters of organ donation. It is also an opportunity for us to share your stories and to keep our community informed and engaged. Ultimately, we want to encourage and inspire British Columbians to register as organ donors and collectively educate others to make sure they have the right information.

You can check out our social media platforms for more information or example of posts and other content:

- [Facebook: BC Transplant](#)
- [LinkedIn: BC Transplant](#)
- [Instagram: @BC_Transplant](#)
- [YouTube: Search BC Transplant](#)

You can find all of the graphics [here](#) to download and post. Please feel free to reach out to me at Divya.Thakor@bct.phsa.ca if you have any questions. Thank you so much, we appreciate your support to raise awareness for organ donation and transplant.

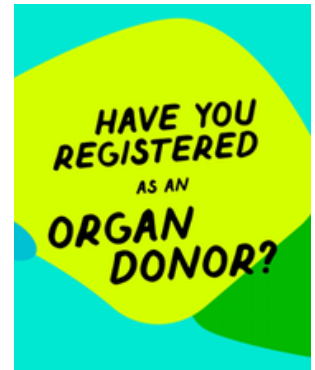
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New Campaign Posts	BCT released a new campaign with a strong focus to encourage registrations with a simple questions. It also addresses the registration association with your driver's license
Organ Donation Myth Busters	Bus myths around organ donation and transplant to increase education and general awareness.
Generic Posts	<ul style="list-style-type: none">• General posts to encourage registering as an organ donor• Green Shirt Day is on April 7th of every year. Share to encourage everyone to wear green in support of organ donation.
NOTDAW	National Organ Tissue Donation Awareness Week Posts
Seven facts about organ donation & transplant	Share any of our fun reels sharing seven different facts about organ donation and transplant.
“Live Life. Pass It On. Scholarship”	Details and posts regarding our “Live Life. Pass It On.” Scholarship where students are awarded for raising awareness for organ donation and transplant in their school/communities.
Web stories	Stories of transplant recipients, living donors and donor families to share the impact of organ donation and transplant.

New Campaign Posts

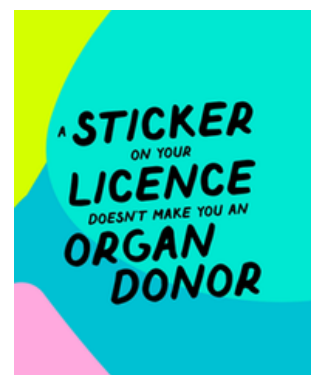
Social post 1:

If you like the idea of organ donation and want to be an organ donor at end of your life, register your decision at registryourdecision.ca. All you need is two minutes and your Personal Health Number. Fill out a form, then consent to registering as an organ donor. It's quick. It's important. And, if it feels right to you to register and you haven't registered yet, it's a great thing to do right now.



Social post 2:

That little sticker on your license doesn't mean you're a registered organ donor. Gasp! We know. It's confusing. You have to register to be an organ donor—whether you had the sticker or not. The good news is that registering is very quick (we're talking two minutes-ish) and very easy (one form and one click). Register your decision at registryourdecision.ca

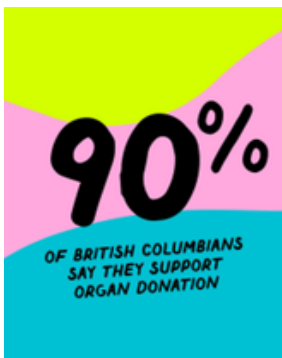


Social post 3:

If you're one of the 90% of British Columbians who support organ donation and have yet to register your decision, we have good news: it takes just two minutes to register. The more registered organ donors there are in the province, the more likely it is for someone to receive a life-saving organ.

There are currently 500+ British Columbians on the organ transplant waitlist, your registration will mean the world to them.

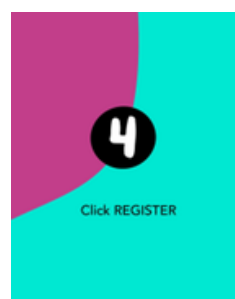
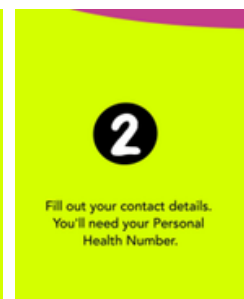
If you have your Personal Health Number with you, you can register your decision right now at registryourdecision.ca.



Social post 4:

Registering to be an organ donor is surprisingly easy and fast.

1. Go to registryourdecision.ca
2. Fill out your contact details — name, address, Personal Health Number, date of birth.
3. Click YES to confirm your decision
4. Click REGISTER

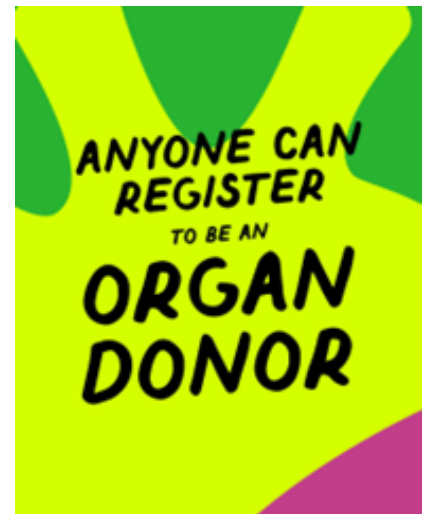


Social post 5:

One common misconception about organ donation is that people with underlying medical conditions and illnesses are not healthy enough to donate. We're here to tell you: Not true!

Not all medical conditions and/or illnesses affect all organs negatively. In fact, you can have poor health and also have a healthy heart or healthy lungs or healthy kidneys, etc. You get the point.

If your current health has prevented you from registering to be an organ donor, we invite you to reconsider. A medical condition or serious illness does not exclude you as a potential organ donor. All potential donors are evaluated on a case-by-case basis when the time comes. Register your decision at registryourdecision.ca.




Organ Donation Myth Busters

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
Doctors will not try their best to save my life if I am a registered organ donor.


FACT
Organ donation is considered only after all life-saving efforts are made. Two doctors, who don't have access to your registration decision, must declare death before organ donation can proceed.



MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"I always thought there was a maximum age for organ donation. Guess I'm too old to register, right?"


FACT
There is no age limit! You're never too old or too young to register. Anyone with a Personal Health Number can register. You can save a life at any age.



MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"Isn't signing up to be an organ donor a huge hassle? It must take forever."


FACT
It takes only two minutes to register as an organ donor, quicker than brushing your teeth, and all you need is your Personal Health Number!



MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"I thought you had to be super healthy to donate organs, so there's no way they'd want mine."


FACT
Don't count yourself out. Very few medical conditions automatically disqualify you from donating and every donor is evaluated by specialists on an individual, case-by-case basis.



MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"Once I sign up to donate my organs, my family's wishes don't matter anymore, right?"


FACT
While registering as an organ donor is an important step, the final decision rests with your family, ensuring they are aware of your wishes can make all the difference.



MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"If I register as an organ donor, does that mean I might have to donate an organ while I'm still alive?"


FACT
When you register as an organ donor, you're signing up to potentially save lives as a deceased donor; this is not a registration for living donation. Living donation is a completely separate process.



MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"Organ donation is against my religion."

FACT
Most major religions support organ donation, viewing it as an act of charity and love. If you're unsure or if you have any questions, consult with your spiritual or religious advisor—organ donation can be the ultimate gift of life aligned with compassionate beliefs.



(Part 1, Instagram, Facebook, LinkedIn): Don't let myths cloud the truth about organ donation! Our new #MythBusters series is here to help clear the air.

Doctors always prioritize saving your life, and organ donation is only considered after all life-saving efforts have been exhausted. Two doctors not involved in transplantation must declare death before organ donation can proceed. Let's spread the truth and encourage more people to register as donors.

For X: Busting organ donation myths: Saving lives is always the priority. Donation is only an option after every life-saving effort is made and two unrelated doctors confirm death. Register as an organ donor and help spread the truth.

(Part 2, Instagram, Facebook, LinkedIn): Age is no barrier to being a hero! In our latest #MythBusters update, we're tackling the misconception that there's an age limit for organ donation.

Whether you're 18 or 80, if you have a Personal Health Number, you can register to donate and possibly save lives. The oldest organ donor in Canada was 92 years old. It's a powerful act of kindness at any age.

For X: Register at any age with your Personal Health Number and you could save up to eight lives. Canada's oldest donor was 92-age is just a number when it comes to saving lives.

(Part 3, Instagram, Facebook, LinkedIn): Busting myths is just as easy as registering to be an organ donor! Did you know it takes less time to sign up to save lives than it does to brush your teeth? In just two minutes, with only your Personal Health Number in hand, you can make a huge difference.

Don't let misconceptions hold you back. Register today and join the #MythBusters movement!

(Part 4, Instagram, Facebook, LinkedIn): Ruling yourself out from organ donation because of health concerns? Think again! Our #MythBusters series clarifies: Anyone can register their intent to become an organ donor. Medical experts will assess each potential donor individually to see if their organs are viable for transplant. Let's overturn misconceptions together - every donor counts.

For X: Ruling yourself out from organ donation due to health concerns? Our #MythBusters series clarifies that anyone can register to donate. Medical experts individually assess each donor for viability. Let's overturn misconceptions together—every donor counts!

(Part 5, Instagram, Facebook, LinkedIn, X): Myth busted: Registering as an organ donor is a crucial first step, but the ultimate decision involves your family. Make sure they know your wishes to ensure your gift of life can be given. #MythBusters

(Part 6, Instagram, Facebook, LinkedIn): Clearing up a common confusion: Registering as an organ donor doesn't mean you'll be asked to donate while you're alive. It's about making a compassionate choice for the future, only after you've passed. Separate from living donation, it's about helping save lives even after yours. #MythBusters

For X: Clearing up confusion: Registering as an organ donor means helping save lives after you've passed, not while you're alive. It's a compassionate choice, separate from living donation. #MythBusters

(Part 7, Instagram, Facebook, LinkedIn): Concerned that organ donation conflicts with your religious beliefs? Most major religions see it as an act of love and charity. If you're unsure, speak with a spiritual or religious advisor to understand how donating organs can align with compassionate values. #MythBusters

Generic social post images and captions – also great for green shirt day!

Caption 1:

Logan Boulet and the Humboldt Broncos continue to inspire individuals across Canada and beyond to register as organ donors. By honoring Logan's legacy and the memory of the Humboldt Broncos, we encourage everyone to take part in raising awareness for organ donation. Share your support on social media and join us in this vital movement. Your actions can save lives and keep this important conversation going year-round. Register as an organ donor at registryourdecision.ca.

Caption 2:

As we head into the weekend, take a moment to reflect upon organ donation. Have you registered to be an organ donor? Register now at registryourdecision.ca and remember to share your wishes with your family!

Have a great weekend!

Caption 3:

Did you know you have a higher chance of needing a transplant than to become an organ donor? It's true! Only 1-2% of deaths happen in a way where organ donation can be considered. Register to be an organ donor and give hope to the hundreds of individuals waiting for a transplant in BC. Visit Registryourdecision.ca and remember to share your wishes with your family.

Caption 4:

Organ donors are superheroes. So are donor families. The selfless decision to donate your organs is one that is precious and invaluable. So, registering to be an organ donor is signing up to potentially be a superhero one day! Register now at registryourdecision.ca.

Caption 5-7: Options for Green Shirt Day

- To mark the day Logan Boulet became an organ donor, his family launched #GreenShirtDay on April 7 of every year. Wear green and show your support! #LoganBouletEffect
- DYK? Green is the official colour of organ and tissue donation, symbolizing the hope organ donors provide to patients in need. Wear green on April 7! #GreenShirtDay
- Easy steps for #GreenShirtDay. 1) Wear Green. 2) Take two minutes to register your decision on organ donation. 3) Talk to your family about your wishes.



Short and sweet captions to encourage registrations

- What takes 2 minutes? Brushing your teeth. Picking a Netflix movie. Registering as an organ donor. #TakeTwoMinutes and register now. Registryourdecision.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. Registryourdecision.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. Registryourdecision.ca #TakeTwoMinutes
- 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 registryourdecision.ca
- Did you know there are over 750 people in BC waiting for a transplant? You can give someone hope by registering your decision today at taketwominutes.ca. 1 organ donor can save up to 8 lives. #Register2Give #TakeTwoMinutes

National Organ and Tissue Donation Awareness Week

- 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

- (Share with “Get Involved” graphic):

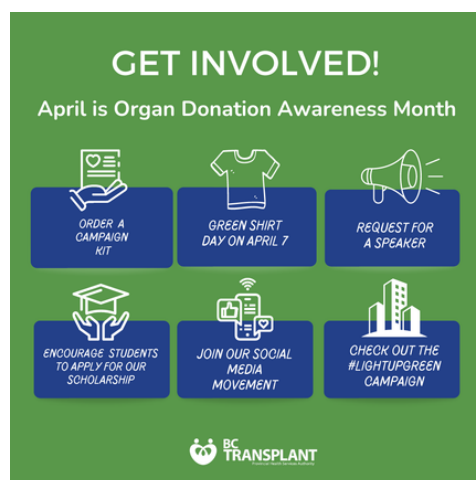
April is an exciting time for BC Transplant because it’s Organ Donation Awareness Month! We would love for you to get involved and support us as we raise awareness for organ donation and transplantation.

Here are different ways to get involved:

- 1) Order a campaign kit and organize an event.
- 2) Participate in Green Shirt Day on April 7! Host an event at your school or workplace and inspire others to register.
- 3) Request for a speaker and we will connect you with a transplant recipient who can share their story.
- 4) Encourage students to hold a campaign to raise awareness for organ donation and apply for our “Live Life. Pass It On.” Scholarship.
- 5) Join our social media movement. Share your story, re-share our content and spread the word on an online platform.
- 6) Look out for the [#LightUpGreen](#) campaign where various monuments will light up green across the province for organ donation.

If you have other ideas, BC Transplant is happy to support you. Send them a DM or email at info@bct.phsa.ca.

- 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](#)



Seven Facts about Organ Donation & Transplant

1. Post 1: Pillar- There is no age limit to register.

That is correct! There is no age limit to register your decision on organ donation. The oldest organ donor in B.C. was 79 years old. Register your decision and let the medical specialists decide if donation is possible.

Those under 19 years of age can register themselves, or parents/guardians can register on their behalf, as an expressed wish.

Register now at registeryourdecision.ca.

2. Post 2: Living donation is completely a different process.

How did you do on this trivia question? We hope you learned something new! When you register your decision for organ donation at registeryourdecision.ca, this is only for deceased donation. Living donation is an entirely different process. If you are interested in living donation, you need to contact the living donation teams at VGH or SPH.

3. Post 3: Don't count yourself out.

Jeevan, our Surgical Recovery Specialist, is here to save your day and ours! She shares crucial information – a medical condition does not necessarily prevent a person from becoming an organ donor. Everyone should register their decision on organ donation, regardless of health or age. Let the health professionals decide. You never know how many lives you may be able to save. One, or even up to eight.

Register today at registeryourdecision.ca and don't forget to share your wishes with your family.

4. Post 4: Your family makes the final decision.

This green balloon delivers an important message. Even if you registered 'yes' for organ donation, the final decision lies with your family. This is why it is so important for you to share your wishes with your family.

Register your decision on organ donation when at registeryourdecision.ca if you haven't already and make sure to share your wishes with your family.

5. Post 5: Whom you love doesn't matter.

Did you know this? Everyone can register to be an organ donor. A person's sexual orientation, gender, gender identity or expression does not prevent them from becoming an organ donor.

Learn more 2SQLBTQ+ facts on our website at [Take Pride In Registering As An Organ Donor](#).

6. Post 6: All efforts are made to save you first.

The priority of all healthcare professionals is always to save your life first. In Canada, organ donation is never considered until all lifesaving efforts have been exhausted and there is no chance of meaningful recovery.

There is also strict separation between intensive care units and transplant teams in Canada. Transplant professionals have no role in the care of dying patients who may become organ donors, the management of end-of-life care and the determination of death.

In BC, hospital teams don't have access to a patient's registered decision on organ donation. The organ donor registry is only viewed by the BC Transplant team when a patient has no hope of meaningful recovery and organ donation becomes a potential option at end of life.

Register to be an organ donor in BC: Registryourdecision.ca.

7. Post 7: Faith, belief, culture matter

There are so many wonderful reasons to register as an organ donor. You can feel proud by registering today. Here's a great fact – most of the world's major religions accept organ donation as a life-saving act of giving and compassion that is an individual choice.

Register today - Registryourdecision.ca and make sure to share your wishes with your family.

BCT's "Live life. Pass It On." Scholarship

- BC Transplant will award four \$1500 scholarships to grade 10-12 students who lead an organ donation awareness project in their school or community during every school year. April is Organ Donation Awareness Month and it's the perfect time to organize a campaign to raise awareness for organ donation. Applications open at the start of every school year in September, with the deadline in May. You can also find more information about the scholarship program on our website: transplant.bc.ca/scholarship
- Here is a google drive folder where you can access all of our ready to scholarship and school related content [here](#).

Web Stories

Our website has a variety of stories profiling transplant recipients, donor families and living donors. Please feel free to re-share our web stories and/or take excerpts and photos for social media posts. Here are some examples.

1. Stacy and Letecia – colleagues, friends and now both living donors

Stacy donated one of her kidneys in May 2023 and inspired Letecia to donate part of her liver, later that year.

They are colleagues, friends, and now share the rare status of both becoming living organ donors.

With their personal experiences and positive attitudes about giving back, they recently started volunteering with BC Transplant to find more avenues to share their story and inspire others to donate, as Stacy did for Letecia.

2. Connected though life and death - a heart transplant recipient meets her donor's family

In October 2020, Maple Ridge resident Tommy Picco died from drug toxicity. He was a registered organ donor and saved four people's lives, including Lindsay Ma. Tommy's heart now beats in Lindsay's chest.

Last year, Lindsay met Tommy's mom, Debbie. Turns out Tommy and Lindsay have a lot in common, especially their boisterous laugh and their love of tattoos.

3. “A heart of gold”: Beau’s final act of kindness

Beau Wargovcsik was the kind of kid who was good at everything he did. He was also willing to try anything, especially sports. There was swimming, soccer, hockey, powerlifting, baseball, kayaking, shootout, youth triathlon. He loved art too, so painting, pottery and crafting were regular activities. Beau was also very proud of his Métis heritage and took language lessons and Métis jigging.

In the early spring of 2025, Beau Wargovcsik and his dad Brian left their home in Kamloops to head out for a drive. That’s where they had their best conversations.

“Somehow the conversation turned to blood donation. I used to donate blood but can’t anymore because of my heart medications, and Beau said he also couldn’t donate blood because of his medications,” recalls Brian. “And then he said he would like to be an organ donor. I didn’t think much of it at the time. I thought I would be long gone before Beau was gone.”

Less than a month later, Beau had a seizure and collapsed. After a few days in the ICU at Royal Inland Hospital, Brian and his wife Debbie were asked about organ donation. Brian spoke up and shared that he and Beau had just had a conversation about organ donation a few weeks prior.

Beau saved four people with his gifts of life. He was 23 years old.

His mom Debbie says, “Beau had a heart of gold and would help anybody any way he could. He was just a really kind-hearted, gentle person. That he would even think of organ donation, at his age, with all the things going on with his life, that really proves it.” Beau was one of 146 deceased organ donors in BC in 2025, contributing to a record-breaking 575 organ transplants.

Read more on the [BC Transplant website](#).

4. A family touched twice by organ donation

Kip McLeod was a man of few words, but after his mom Kathleen Lafleur received a heart transplant in 2016, he made sure everyone around him knew they should register their decision on organ donation.

The gift of life changed everything for Kathleen. She was able to go for walks, garden, meet up with friends for lunch. She got to spend time with her grandchildren. Every year on Kathleen's heart transplant anniversary, the family celebrated, and at the same time, they gave thanks and grieved for their donor and donor family.

When Kathleen passed away from cancer eight years later, it hit Kip hard. He told his sister, "We didn't just lose mom today, we lost another person as well." He was talking about the donor.

Less than a year later, Kip was rushed to the ICU at Abbotsford Regional Hospital. He has suffered a cardiac arrest and his brain had been without oxygen for too long.

Suddenly, the family was on the other side of the organ donation and transplantation story.

Kip was a registered organ donor. At the age of 56, he saved three people's lives.

Kip was one of 146 deceased organ donors in BC in 2025, contributing to a record-setting 575 organ transplants.

His sister Heather Hennan says, "Kip would be proud, I know he would. It makes me proud that he could help three other families. My wish for them is they have eight years, or more, with their person and get to enjoy them. It's a gift that can't be bought, and to be able to help somebody in that way is amazing."

Read more on the [BC Transplant website](#).

5. A Daughter's Life-Saving Gift: How one act of love gave her dad a second chance at life

Lan bravely donated a kidney to her father, Than, who battled severe kidney disease. Growing up close to her hardworking immigrant parents, Lan's gift transformed her dad's health and life.

Today, Than is thriving. He enjoys gardening and still finds ways to stay active—recently helping Lan move into a new home back on Vancouver Island, lifting furniture and all. His energy and quality of life have drastically improved.

For Lan, raising awareness about organ donation has become a passion.

“There's no greater gift,” Lan shared. “How often do you get the chance to give someone you love more time? I would do it again in a heartbeat.”

For Living Donation Week, we shine a light on Lan and her dad, Than. What a beautiful father-daughter bond, now with a special added layer of organ donation.

Read more on the [BC Transplant website](#).

6. Behind the scenes for Organ Donation Awareness Week – Meet Tina McVeigh, a BC Transplant Surgical Recovery Specialist

Tina is a vibrant and engaged member of our BCT staff community.

She always shows up to the office with a smile on her face and ready to help anyone who may need support. A natural leader and educator – Tina takes us along for an organ retrieval. Her favourite part of being a Surgical Recovery Specialist is the ability to work together in the OR with a team of healthcare professionals. The drive to accomplish a task which allows them to save lives while building meaningful relationships allows Tina to thrive in her role.

“Being in the OR is my happy place. The surgical side of healthcare comes with a sense of instant gratification. There is a problem to solve or a task at hand, and the entire team works together to address it. The team at BC Transplant is wonderful. We have a passionate and dedicated team who is ready to step in at any point to support one another. I also enjoy connecting with healthcare professionals across the province, there is always a kind smile and helpful hand in every OR.”

One donor recovery case may take anywhere from 10-16 hours, so SRSs are constantly on their toes.

Read more about Tina and her role as an SRS on the [BC Transplant website](#).