



When hosting a blood drive and posting reminders or results on social media, it's important remember the five W's:

Who your audience is:

If you're hosting a public blood drive, social media can be an important tool to motivate more people to come donate. If you're hosting a private blood drive, social media can still be useful to encourage others outside of your organization to donate at one of our centers or at a public drive by inspiring them through sharing results from your company's drive.

Your social media posts should be geared toward your target audience: potential donors, related organizations or people that follow your social media page who may be interested in hosting a drive in the future.

If you are from an organization that hosts regular blood drives then social media posts to celebrate donors from your organization are a great way to bring in new donors while also encouraging donors who have donated in the past but not recently.

Social media posts can be a great way to support the Rhode Island Blood Center and our efforts in saving lives, it can also show your drive success to your organization's followers.

Where to post

We are on Twitter and Instagram as @RIBloodCenter and on Facebook as Rhode Island Blood Center. You can also use the hashtag #RIBloodCenter. Our social media accounts are very active and if you tag us we will be sure to repost on our page as well.

If you are holding a private drive, your company's intranet is also a great electronic location to share information about an upcoming drive.



When and how often should you post?

2-3 weeks before: Make a post announcing the blood drive. Post to all social media sites to reach the biggest audience

One week before: Make a post reminding followers of the date and time, and encourage them to come out and donate.

The day before: Make sure to remind people of the time and the place of the drive.

Day-of: One more reminder for people who may be on the fence or who have not heard about it yet. The more often you post prior to the drive, the greater the number of people who will see it and be reminded to go.

After the drive: Thank your donors for their contribution by giving them some recognition on your public page. If you're hosting a private drive for a specific cause, post to your own personal page, or to the fund/causes social media page if there is one. The goal is to reach as many people as possible about your donor's effort and community involvement.

Why share about your blood drive on social media?

Posting about your drive on social media will not only help to get donors to come to your blood drive but it will also inspire others who may have not been to make it. Try to include a link to the RIBC website or a phone number for potential donors to call. Tag us on Twitter so users can click on it and visit our account page for more info.

Giving thanks to donors after a blood drive will make them feel good about taking their time to help out and make a difference. It also encourages donors to come back the next time you host a drive.



What the content of your posts should look like

Reminders are a good way to get the word out about your drive. It reaches a large group of people, and also will help donor turnout since posting on social media allows followers to share your posts with other potential donors.

A thank you to the donors and volunteers who came out to assist with the drive. You could also include the number of donations collected.

Be sure to tag us @RIBloodCenter and use our trending hashtags, especially #RIBloodCenter and #BestGiftEver. Below are some sample posts to provide some ideas for posts to your account:





Some more examples of actual content of posts are:

Reminder:

“First announcement for our upcoming #blooddrive on 11/5! The @RIBloodCenter blood bus will be in our side parking lot collecting from 1-5pm”

“Blood drive tomorrow! Come down to help a fellow RI neighbor and get some yummy snacks in the process! #RIBloodCenter #SaveALife #CookieLand”

“Blood drive 1-5pm today come donate and #MakeADifference #RIBloodCenter #bloodbus @RIBloodCenter”

“Couldn’t make it today? You can still #MakeADifference by going to 1 of the #RIBloodCenters 6 locations. Call 401-453-8383 or visit ribc.org”

“Thanks to our #donors we surpassed our funds initial goal of 25 blood donations for @RIBloodCenter to bring to local hospitals #BigThanks”

Thank you:

“Thanks to everyone came out to donate! You played a vital role in saving the lives of your RI neighbors today #GiveBlood #SaveALife #RIBloodCenter”

“Our employees collectively saved xxxx lives today at our company #blooddrive! Want to get involved? Visit www.ribc.org @RIBloodCenter”

“Blood collected today at our #blooddrive for the @RIBloodCenter helped to save lives of RI cancer patients & accident victims #BigThanks”



“Our annual Joe Donor Memorial Drive was another success! Thanks to everyone who came to donate or for support! @RIBloodCenter #DoItForJoe”

“Thanks to our #donors today our RI area hospitals have an adequate blood supply for area patients @RIBloodCenter #SaveLives #MakeADifference”

All of the above examples are under 140 characters so they are Twitter compatible. If you're not posting to Twitter, you can include a longer message, and maybe some photos that you had taken of the day. Feel free to create your own hashtags but if you'd like here are a few examples for you to use as well:

#Savealife #DonateBlood #SaveLives #GiveBlood
#BestGiftEver #LoveABloodDonor #HometownHeroes
#PayItForward #MakeADifference #ItsInYouToGive #1Saves3
#SaveANeighbor