

GUIDELINES FOR SOCIAL MEDIA SHARING



You get the call:

YOU'RE A MATCH
for an 11-year-old girl
with acute lymphocytic
leukemia.



Awesome!
I can't wait to
tell everyone.



But WAIT!
Patients trust you to keep
their identity private.



Social media makes it easy to piece
together "clues." Confidentiality prevents
unwelcome publicity and contact for
BOTH the donor and the patient.



OK

"I'm donating
soon"



NOT OK

"I'm donating
Tuesday!"

Don't share the exact date of donation



OK

"I'll be donating
to a child with
leukemia"

Don't share age, specific disease or gender



NOT OK

"I'm donating to
an 11-year-old girl
with A.L.L."

Thank you

**for your commitment
and discretion.**

SHARE THE EXCITEMENT, BUT SHARE WITH CARE