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.

Thank you
for your commitment and discretion.

OK
“I’m donating soon”
Don’t share the exact date of donation

NOT OK
“I’m donating Tuesday!”

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.”

SHARE THE EXCITEMENT, BUT SHARE WITH CARE

BeTheMatch.org

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