GUIDELINES FOR SOCIAL MEDIA SHARING

You get the call:

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

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.

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

Thank you for your commitment and discretion.

SHARE THE EXCITEMENT, BUT SHARE WITH CARE

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”

NOT OK
“I’m donating to an 11-year-old girl with A.L.L.”

Don’t share age, specific disease or gender.

Effective July 27, 2020