Penn Medicine

Donate Life Social Media Update
Social Media Campaign Overview

Objectives
• Raise awareness & provide education about the importance of organ donation
• Encourage organ donor registration
• Highlight Penn Medicine’s commitment to organ donation awareness

Strategy:
• 3-month social media and website campaign dedicated to awareness, education and registration.
• Weekly content sharing schedule across all tactics/platforms

Tactics:
• Facebook
• Blog
• Website

Primary Scoring Applied to Sections:
• 36. Hospital/Health System generated social media posts (Facebook, Twitter, etc.)
• 37. Add links to your internal/external websites
• 39. Publish articles in community communications
Social Media Channels - Facebook

- Facebook cover images, post images and content posts with relevant links
- Reach of 2,283 page followers with additional reach when posts are shared to the Penn Medicine Facebook page (over 31,000 followers).
Organ Donation Myths, Debunked

March 31, 2016

Topics: Health and Safety Tips, Heart Transplant, Kidney Transplant, Liver Transplant, Living Donor, Lung Transplant, Pancreas Transplant, Ways To Give

Over 100,000 people in the U.S. are waiting for an organ donation, and many may never receive the call for their second chance at life.

Although it can be difficult to think about what’s going to happen to your body after you die – let alone donating your organs and tissues – having such a plan could allow you to impact hundreds of lives.

A lot of misconceptions about the organ donation process exist out there. We’ve decided to sort out the facts from fiction, so you can make the most informed decision.

These are the top seven myths about organ and tissue donation – busted.

Myth: If I’m in an accident and the hospital knows that I’m designated as a donor, the doctors and staff won’t try to save my life.
Reinforce messaging across primary Transplant web pages to reach relevant audiences.
Complimentary Channels – Hold Messaging

Scripting created to provide education and awareness messaging to callers on hold with various locations across the Penn system. Potential to reach thousands of captive listeners each month.

**Sample script:** One organ donor can change the lives of 8 people waiting on a life saving transplant. Penn Medicine reminds you that we all have the power to donate life. Learn more at pennmedicine.org/transplant

Scripts are run during on hold messaging at all the below locations:
- Hospital at the University of Pennsylvania (HUP)
- Penn Presbyterian Medical Center
- Pennsylvania Hospital
- Penn University City
- Penn Washington Square
- Penn Radnor
All major religions not only support organ donation as an individual right, but "ENCOURAGE IT" as an act of generosity and compassion.

In Philadelphia County, only about 30% of drivers have donor designation on their licenses. ARE YOU A DONOR?

Many lives can be saved with just one organ donor! Organs that can be donated from one donor include:
- Heart
- Liver
- Kidneys
- Pancreas
- Lungs
- Intestines

Sharing this image is great, but becoming a life-saving organ donor is so much better. Register today at http://spr.ly/61898WMBX

Adding it to your timeline is great. It’s even better to put organ donor on your driver’s license and discuss your decision with your family. FACEBOOK supports ORGAN DONATION Do you?
Social Media Campaign Creative (sample)

Facebook Sample: Patient Stories, News Stories, Data/Statistics, Staff Engagement

Would you give a kidney away to someone you've never even met? Taylor did and he gained a new brother in the process! Read about his incredible act of generosity on the Huffington Post: https://aprs.ly/61880cd2W

5 Great Reasons Why I'm Donating A Kidney
Almost everyone seemed surprised that I would give a kidney to a friend that wasn't a family member.

Organs Donated by Deceased and Living Donors (2015)

Organ Donation Statistics: Why be an Organ Donor? | organdonor.gov
Wondering why you should be an organ donor? One donor can save up to 8 lives. Get more statistics here.

Five Quick Facts About Organ Donation - Penn Medicine
Learn about the transplant waiting list and why registering as an organ donor is so important.

Penn Medicine - Penn Transplant Institute
July 3 at 10:00pm

Penn Medicine - Penn Transplant Institute
June 17

Penn Medicine - Penn Transplant Institute
June 3

Penn Medicine - Penn Transplant Institute

Bill is currently on a 2,000 mile journey to raise awareness for organ donation. For Bill, 4,000 miles equal 240 miles per hour. On Father's Day, when he met the man who received a heart transplant from his late daughter, he was able to claim to his heart donor that he was the fastest in the world.

You can help and save a life: https://donatelives.org/organ_donation

UNTIL HE RECEIVED A DONOR HEART

Timeline Photos

Penn Medicine - Penn Transplant Institute

Liver
Eye
Kidney
Intestines
Tissue
Heart
Pancreas

DONATION
HAP Campaign Creative Sample

Blog Sample:
Partner blogs, event blogs, educational content, links to register as a donor