

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"



NOT OK

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

Don't share age, specific disease or gender

Thank you

**for your commitment
and discretion.**

SHARE THE EXCITEMENT, BUT SHARE WITH CARE