

SOCIAL MEDIA GUIDELINES FOR DONORS

Have you been chosen to donate blood stem cells for a patient? Congratulations! Thank you for this incredible act of kindness and we understand you want to share this important experience via social media.

We encourage your support – by sharing your experience and showing what it is like to be a blood stem cell donor, you can motivate others to take action and register as potential donors. Raising awareness is a huge part of winning the fight against blood cancer.

If you decide to publish your experience, please read the following guide.

WHY ARE THESE GUIDELINES IMPORTANT?

Our goal is to protect the data and privacy of our donors and patients. According to national regulations, the stem cell donation must be anonymous. This means you are not allowed to meet, make direct contact with or even know who the patient is. This has several important reasons:

- After a successful donation, you are reserved for the patient for two years, in case another stem cell donation is necessary. Anonymity allows you to make this decision free from emotional pressure.
- While the patient is focusing on recovery, it might be too much of an emotional burden to know or meet the person who donated the stem cells.

With these guidelines we want to ensure that information shared on social media cannot be used to identify you or the patient.

WHAT CAN I TALK ABOUT?

DO SHARE		DON'T SHARE
Your experience and talk about how it feels to give another person a second chance at life!	1	Your location or exact date of the donation by “checking in” on social media
General information about the patient (e.g. the age range and country of the patient)	2	Specific and confidential details about your patient (e.g. exact age, gender or exact location)
Your name	3	Your donor number and if possible, your last name*
Your country	4	Your exact address, specific regions or landmarks
Your age	5	Your date of birth
Your stem cell donation and your support of DKMS	6	The date of your donation or the date of your journey to the collection center
That your donation took place in a hospital or collection center	7	The name or exact location of the collection center

* The full name and location can be mentioned in TV/newspaper interviews when approved by DKMS

WHICH MEDIA DO WE MEAN?

These guidelines refer to social media channels like Facebook, Instagram and Twitter – as well as personal blogs, TV, radio, newspapers and magazines.

WHAT DOES THIS MEAN FOR MY PHOTOS AND VIDEOS?

The same rules apply to photos and videos – they should not provide information on your identity or the identity of the patient. Please consider the following:

- Photos and videos should not be published on the same day as the donation.
- Please do not publish photos which identify the date or location (e.g. hospital name or logo, landmarks or wall calendars).
- Please do not publish photos of personal data (e.g. donation number, ID stickers, label on stem cell bag, hospital documentation or any specific information about the patient.)

PHOTO TIPS

- Close and centered: Please try to capture the expression on your face, get as much light as possible and ensure you are centered and in focus.
- Originals without filters: If we ask for your photos to share on the DKMS social accounts, please send us the original images at full dimensions (without filters!)
- Mix it up: Take a selection of photos both vertically and horizontally, with and without flash. Try different poses and express what it feels like to be a donor!
- High resolution: If possible, try and send us photos which are at least 300 dpi, 4800 pixels and 2 MB. (if taking photos with a smartphone, please ensure that the highest camera setting is selected).

GIVING AN INTERVIEW OR HAVE FURTHER QUESTIONS?

Thank you for helping us spread the word! Please contact us before you give an interview to the media, so we can help you prepare:

- Name, department, email and telephone number

Not sure if your post meets our guidelines? Our social media team would be happy to help, and often share donor stories via our own social media channels. Please contact email, telephone.

Please remember to share our website, tag us on social media and encourage people to register online!

