



WE DELETE BLOOD CANCER

DKMS Super Swabbers: Social Media Guidelines and Examples

So, you've signed up as a stem cell donor? That's amazing - congratulations! Now, let's get the word out about the incredible step you've taken and inspire others to join you as potential lifesavers.

We've put together some ready-to-go social media post examples to help you share your experience as part of our incredible squad of lifesaving superheroes. Whether you pair these posts with the digital assets and stock photos we've provided or use your own photos and videos, your message will make an impact.

If you have a personal connection to DKMS' mission and feel comfortable sharing it online, incorporating your story into your posts can be a powerful way to inspire others. By sharing how becoming a stem cell donor has impacted you or those around you, you'll help show the true life-changing power of donation.

Make sure to tag DKMS UK (@dkms_uk) so we can like, comment on, and share your posts!

Example Social Media Posts

Example Post 1:

Every 20 minutes, someone in the UK is diagnosed with blood cancer – and a stem cell transplant could be their best hope for survival.

The process to register as a donor is simple, but the impact is huge. You could be the lifesaving match for someone in desperate need.

Will you step up and be a hero in waiting? Register with DKMS today, and one day, you could save a life.

Join me and register today: [insert link to your virtual drive]

Example Post 2:

I'm proud to say I've registered as a stem cell donor with DKMS – now it's your turn to step up and become a potential lifesaver!

It takes just three quick cheek swabs to join the stem cell register. From there, you could be the match that gives someone facing blood cancer or a blood disorder the hope they need.

Don't wait. Be someone's second chance at life. Register now at: [insert link to your virtual drive]

Example Post 3:

Imagine having the chance to save someone's life. By registering as a stem cell donor with DKMS, you can give hope to blood cancer and blood disorder patients.

90% of the time, a stem cell donation looks very similar to giving blood. Plus, it's so easy to register—just three cheek swabs—and you could be the lifeline someone is waiting for.

Ready to be a hero? Register today and become someone's potential lifesaver.

Sign up here: [insert link to your virtual drive]

Have any further questions?

Thank you so much for supporting DKMS and helping spread our message. If you have any questions, or need any help, please get in touch with us at digital@dkms.org.uk.