

SOCIAL MEDIA GUIDELINES FOR DONORS

Have you been chosen to donate blood stem cells for a patient? Congratulations! It's exciting news as it's rare to be identified as a match. We understand that you may want to share this potentially life-saving experience on social media. If you decide to do this, please read these guidelines.

We at DKMS encourage you to share your story - it is through reading about the experience of blood stem cell donors like yourself that we are able to motivate more people to register as donors. Raising awareness is a huge part of winning the fight against blood cancer.

WHY ARE THESE GUIDELINES IMPORTANT?

In line with national regulations, our goal is to protect the privacy and details of our donors and patients. This means that a donor is not allowed to meet, make direct contact with or even know the name of the patient. This is for a couple of important reasons:

- After a successful donation, you are 'reserved' for the patient for two years, in case another stem cell donation is necessary. This means you would not be called upon to donate for a different patient. However, should you change your mind about being 'reserved', you are free to do so at any time without pressure from others.
- While the patient is focusing on recovery, it might be too much of an emotional burden for them to know or meet the person who donated the life-saving stem cells.

The aim of these guidelines is to help you know how to share information on social media that's interesting and inspiring, without disclosing either your identity or that of the patient. These guidelines refer mainly to social media channels like Facebook, Instagram and Twitter, but also to personal blogs, TV, radio, newspapers and magazines. Please contact your DKMS coordinator before you agree to give an interview to the media, so we can help you prepare.

WHAT CAN I TALK ABOUT?

DO SHARE		DON'T SHARE
Your experience. Talk about how it feels to give another person a second chance of life!	1	Your location or date by 'checking in' on social media
General, non-personal, information about the patient (e.g. a teenager from Canada suffering from blood cancer)	2	Specific details about your patient (e.g. age, gender or exact location)
Your first name	3	Your donor number or your last name*
Your country	4	Your exact address or photos showing specific regions or landmarks
Your age	5	Your date of birth
More about what your stem cell donation involved and how you have been supported by DKMS	6	The date of your donation or the date of your journey to the donor centre
That your donation took place in a hospital or donor centre	7	The name or exact location of the donor centre*

*If we discuss and agree with you that you will appear in TV or newspaper interviews, you can mention your full name and that of the donor centre in the interview.

WHAT DOES THIS MEAN FOR MY PHOTOS AND VIDEOS?

The same rules apply to photos and videos – they should not provide information which could identify you or the patient. Please consider the following:

- Photos and videos should not be published on the same day as the donation.
- Think about what's in the background of photos, e.g. hospital name or logo, landmarks, a wall calendar, which could help identify the date or location.
- No photos of personal data (e.g. donation number, ID stickers, label on stem cell bag, hospital documentation or any information on the patient).

PHOTO TIPS

- Close and centered: Try capturing different facial expressions, with as much light as possible, ensuring 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 (no 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.

FURTHER QUESTIONS OR ADVICE?

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 your DKMS coordinator to be put in touch with the social media team. If you do have any further questions, you can reach us on **020 8747 5660**, between 9am and 5pm, Monday to Friday or by email, on workup@dkms.org.uk.

We wish you all the best sharing your experience on social!

Please remember to share our URL and encourage people to register online.

