

# 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.

<b>OK</b>	<b>NOT OK</b>
"I'm donating soon"	"I'm donating Tuesday!"

Don't share the exact date of donation

<b>OK</b>	<b>NOT OK</b>
"I'll be donating to a child with leukemia"	"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