



Social Media for Third Parties & DR Use

Holiday - November 16 to December 31, 2015

Facebook

- ◆ Wrap It Up Red this holiday season and Give Life. To a hospital patient there is no better gift. www.blood.ca/wrapitupred
- ◆ You can give the perfect thing to make someone's holidays unforgettable. Give Life by donating blood. www.blood.ca/wrapitupred
- ◆ This holiday it's not about what you get, it's what you Give. Start a holiday tradition of Giving Life and become a blood donor. www.blood.ca/wrapitupred
- ◆ You'll be filling your house with family and friends, please also fill an appointment to Give Life. Book an appointment at blood.ca today or download the GiveBlood app. www.blood.ca/wrapitupred

Twitter

- ◆ #WrapItUpRed this holiday season and #GiveLife. To a hospital patient there is no better gift. @itsinyoutogive
- ◆ You can give the perfect thing to make someone's holidays unforgettable. #GiveLife by donating #blood. @itsinyoutogive
- ◆ Make this holiday about Giving. Start a holiday tradition of Giving Life. Become a #blood donor. <https://blood.ca>
- ◆ After filling your house with family and friends, also fill an appointment to #GiveLife. www.blood.ca/wrapitupred

Blood - 2015/16

Facebook

- ◆ Donating blood helps ensure an adequate supply for Canadian hospital patients. Please make time to give life <https://blood.ca>
- ◆ Book an appointment on the GiveBlood app. You have the power to give life by donating blood. iOS: <http://ow.ly/LVI9x>
Android: <http://ow.ly/LVIbl>
- ◆ Blood donations play an important role in cancer treatment. Help a child fight cancer by giving life. Donate blood. <https://blood.ca/power>
- ◆ It can take as many as 8 donors a week to help a patient with leukemia. You have the power to give life. Visit <https://blood.ca/power>
- ◆ Not sure if you're eligible to donate blood? Check out our eligibility quiz to learn more, and while you're there, book your next appointment. <https://www.blood.ca/en/eligibility-quiz>
- ◆ You have the power to give life. Join the movement and donate blood today. Visit <https://blood.ca/power>
- ◆ 1,800 new donors are needed every week to help patients receive the blood they need. Start donating blood and give life today. Visit <https://blood.ca/power>

Twitter

- ◆ Donating #blood helps Canadian hospital patients. Please book an appointment to give life at <https://blood.ca> @itsinyoutogive
- ◆ Book an appointment to give life by donating #blood. Book on the #GiveBlood app. @itsinyoutogive
- ◆ Blood donations play an important role in cancer treatment. Help patients fight #cancer by donating blood. @itsinyoutogive
- ◆ It can take as many as 8 donors a week to help a patient with #leukemia. You have the power to give life. @itsinyoutogive
- ◆ You have the power to #GiveLife. Join the movement and donate blood today. Visit <https://blood.ca> #GiveBlood @itsinyoutogive
- ◆ 1,800 new donors are needed weekly to help patients. Start donating blood, GiveLife today. #GiveBlood Visit www.blood.ca/itsinme

Stem Cells (including Cord) - 2015/16

Facebook

- ◆ You have the power to give life. Join the movement and register to donate stem cells today. Visit <http://bit.ly/1N8kXQo>

- 💧 Did you know you could give life? Someone might be waiting for you. Register to donate stem cells. Visit <http://bit.ly/1N8kXQo>
- 💧 Are you 17 to 35 years old? Patients are looking for you. Register to donate stem cells. Visit <http://bit.ly/1N8kXQo>
- 💧 Does it hurt? Do I have to have surgery? Get the truth about donating stem cells. Visit <http://bit.ly/1N8kXQo>
- 💧 You have the power to give life. Join the movement by committing to donating cord blood. Learn more <http://bit.ly/1B16YFo>
- 💧 Give another parent the chance to sing lullabies. Give life by donating your baby's cord blood. <http://bit.ly/1B16YFo>

Twitter

- 💧 Did you know you could give life? Register to donate #stemcells: <http://bit.ly/1N8kXQo> @itsinyoutogive
- 💧 You have the power to give life. Donate your baby's [#cordblood](#) in [#Ottawa](#) [#Edmonton](#) [#Brampton](#) [#Vancouver](#) <http://bit.ly/1B16YFo> @itsinyoutogive
- 💧 Does it hurt? Do I have to have surgery? Get the truth about donating #stemcells. <https://www.blood.ca/en/stem-cells> @itsinyoutogive
- 💧 Are you 17-35? Patients are looking for you. Register to donate #stemcells: <http://bit.ly/1N8kXQo> @itsinyoutogive

Organ, Eye & Tissue Donation - 2015/16

Facebook

- 💧 Registering to be an organ donor is one of the best things you can do. Give life by donating organs, eyes & tissues. Learn more: <http://bit.ly/1gpgOMN>
- 💧 You have the power to give life. Join the movement and plan to donate organs, eyes and tissues. Learn more: <http://bit.ly/1gpgOMN>
- 💧 When you become an organ donor, you not only give life to a recipient but also transform the lives of the people around them. <http://bit.ly/1gpgOMN>
- 💧 Thousands of Canadians are waiting for an organ, eye or tissue transplant. Give life to others today. Learn more: <http://bit.ly/1gpgOMN>

Mobile App - 2015/16

Twitter:

- 💧 Download the #GiveBlood app for #iphone on the #Apple #appstore: <http://ow.ly/LVI9x>
- 💧 Download the #GiveBlood app for #Android devices on #GooglePlay: <http://ow.ly/LVIbl>

Facebook:

- 💧 iPhone or Android? Don't worry, we've got you covered, download the GiveBlood App today!

iOS: <http://ow.ly/LVI9x>

Android: <http://ow.ly/LVIbl>

Instagram Promotion (for Facebook and Twitter):

Facebook

- ◆ Follow Canadian Blood Services on Instagram & share photos of your donation experience! Don't forget to tag #itsinyoutogive. <https://instagram.com/itsinyoutogive>
- ◆ Hey, are you on Instagram? Awesome! So is Canadian Blood Services. Follow them at <https://instagram.com/itsinyoutogive> #itsinyoutogive #GiveBlood

Twitter

- ◆ Are you on Instagram? Canadian Blood Services is too! Check them out and follow at <https://instagram.com/itsinyoutogive>
- ◆ Follow Canadian Blood Services on Twitter? Why not follow them on Instagram too? <https://instagram.com/itsinyoutogive> #itsinyoutogive
- ◆ Are you on Instagram? Follow Canadian Blood Services at <https://instagram.com/itsinyoutogive> #itsinyoutogive

Where To Find Us

- ◆ Find Canadian Blood Services on Facebook, Twitter or Instagram, tell them about your experience, share your pics. They would love to hear from you!



/itsinyoutogive



@itsinyoutogive



@itsinyoutogive