

Social Media Toolkit

Hi there! Thank you for your interest in raising awareness for organ donation and transplant. Together, we can help amplify this important message across B.C. We have a variety of digital content here that you can download and share.

Social media is a great platform to connect with other transplant recipients, living donors, donor family members and supporters of organ donation. It is also an opportunity for us to share your stories and to keep our community informed and engaged. Ultimately, we want to encourage and inspire British Columbians to register as organ donors and collectively educate others to make sure they have the right information.

You can find all of the graphics [here](#) to download and post. Please feel free to reach out to me at Divya.Thakor@bct.phsa.ca if you have any questions.

New Campaign Posts

BCT released a new campaign with a strong focus to encourage registrations with a simple questions. It also addresses the registration association with your driver's license

Organ Donation Myth Busters

Bus myths around organ donation and transplant to increase education and general awareness.

Generic Posts

- General posts to encourage registering as an organ donor
- Green Shirt Day is on April 7th of every year. Share to encourage everyone to wear green in support of organ donation.

NOTDAW

National Organ Tissue Donation Awareness Week Posts

“Live Life. Pass It On. Scholarship”

Details and posts regarding our “Live Life. Pass It On.” Scholarship where students are awarded for raising awareness for organ donation and transplant in their school/communities.

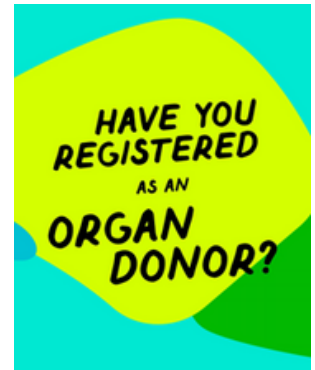
Web stories

Stories of transplant recipients, living donors and donor families to share the impact of organ donation and transplant.

New Campaign Posts

Social post 1:

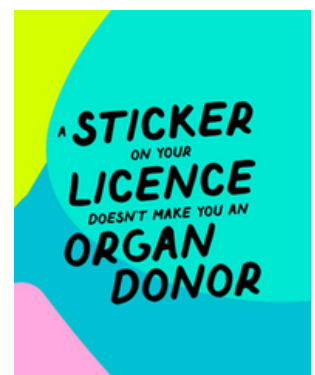
If you like the idea of organ donation and want to be an organ donor at end of your life, register your decision at registryourdecision.ca. All you need is two minutes and your Personal Health Number. Fill out a form, then consent to registering as an organ donor. It's quick. It's important. And, if it feels right to you to register and you haven't registered yet, it's a great thing to do right now.



Social post 2:

That little sticker on your license doesn't mean you're a registered organ donor. Gasp! We know. It's confusing. You have to register to be an organ donor—whether you had the sticker or not. The good news is that registering is very quick (we're talking two minutes-ish) and very easy (one form and one click).

Register your decision at registryourdecision.ca

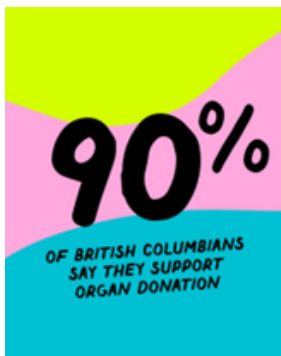


Social post 3:

If you're one of the 90% of British Columbians who support organ donation and have yet to register your decision, we have good news: it takes just two minutes to register. The more registered organ donors there are in the province, the more likely it is for someone to receive a life-saving organ.

There are currently 500+ British Columbians on the organ transplant waitlist, your registration will mean the world to them.

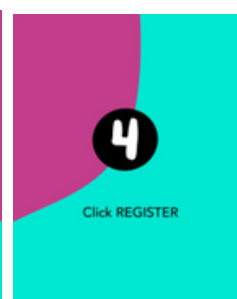
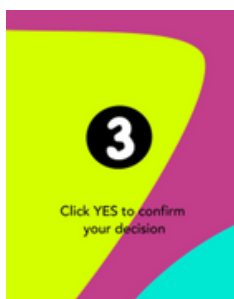
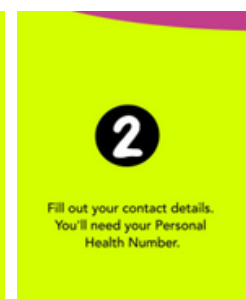
If you have your Personal Health Number with you, you can register your decision right now at registryourdecision.ca.



Social post 4:

Registering to be an organ donor is surprisingly easy and fast.

1. Go to registryourdecision.ca
2. Fill out your contact details — name, address, Personal Health Number, date of birth.
3. Click YES to confirm your decision
4. Click REGISTER

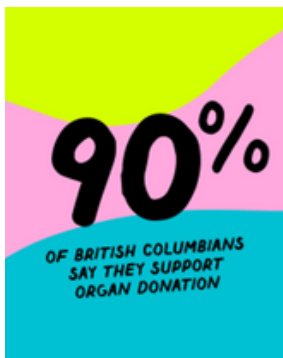


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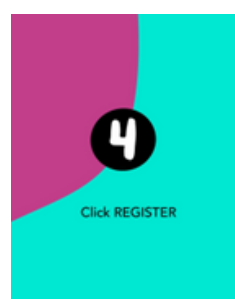
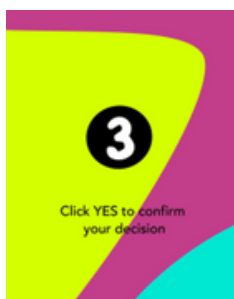
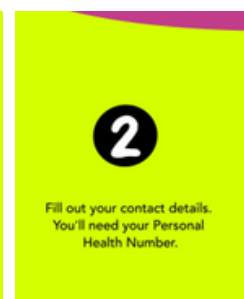
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Social post 5:

One common misconception about organ donation is that people with underlying medical conditions and illnesses are not healthy enough to donate. We're here to tell you: Not true!

Not all medical conditions and/or illnesses affect all organs negatively. In fact, you can have poor health and also have a healthy heart or healthy lungs or healthy kidneys, etc. You get the point.

If your current health has prevented you from registering to be an organ donor, we invite you to reconsider. A medical condition or serious illness does not exclude you as a potential organ donor. All potential donors are evaluated on a case-by-case basis when the time comes. Register your decision at registryourdecision.ca.



Organ Donation Myth Busters

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
Doctors will not try their best to save my life if I am a registered organ donor.

FACT
Organ donation is considered only after all life-saving efforts are made. Two doctors, who don't have access to your registration decision, must declare death before organ donation can proceed.

BC TRANSPLANT

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"I always thought there was a maximum age for organ donation. Guess I'm too old to register, right?"

FACT
There is no age limit! You're never too old or too young to register. Anyone with a Personal Health Number can register. You can save a life at any age.

BC TRANSPLANT

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"Isn't signing up to be an organ donor a huge hassle? It must take forever."

FACT
It takes only two minutes to register as an organ donor, quicker than brushing your teeth, and all you need is your Personal Health Number!

BC TRANSPLANT

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"I thought you had to be super healthy to donate organs, so there's no way they'd want mine."

FACT
Don't count yourself out. Very few medical conditions automatically disqualify you from donating and every donor is evaluated by specialists on an individual, case-by-case basis.

BC TRANSPLANT

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"Once I sign up to donate my organs, my family's wishes don't matter anymore, right?"

FACT
While registering as an organ donor is an important step, the final decision rests with your family, ensuring they are aware of your wishes can make all the difference.

BC TRANSPLANT

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"If I register as an organ donor, does that mean I might have to donate an organ while I'm still alive?"

FACT
When you register as an organ donor, you're signing up to potentially save lives as a deceased donor; this is not a registration for living donation. Living donation is a completely separate process.

BC TRANSPLANT

MYTH BUSTERS
Busting common myths surrounding organ donation!

MYTH
"Organ donation is against my religion."

FACT
Most major religions support organ donation, viewing it as an act of charity and love. If you're unsure or if you have any questions, consult with your spiritual or religious advisor—organ donation can be the ultimate gift of life aligned with compassionate beliefs.

BC TRANSPLANT

(Part 1, Instagram, Facebook, LinkedIn): Don't let myths cloud the truth about organ donation! Our new #MythBusters series is here to help clear the air.

Doctors always prioritize saving your life, and organ donation is only considered after all life-saving efforts have been exhausted. Two doctors not involved in transplantation must declare death before organ donation can proceed. Let's spread the truth and encourage more people to register as donors.

For X: Busting organ donation myths: Saving lives is always the priority. Donation is only an option after every life-saving effort is made and two unrelated doctors confirm death. Register as an organ donor and help spread the truth.

(Part 2, Instagram, Facebook, LinkedIn): Age is no barrier to being a hero! In our latest #MythBusters update, we're tackling the misconception that there's an age limit for organ donation.

Whether you're 18 or 80, if you have a Personal Health Number, you can register to donate and possibly save lives. The oldest organ donor in Canada was 92 years old. It's a powerful act of kindness at any age.

For X: Register at any age with your Personal Health Number and you could save up to eight lives. Canada's oldest donor was 92-age is just a number when it comes to saving lives.

(Part 3, Instagram, Facebook, LinkedIn): Busting myths is just as easy as registering to be an organ donor! Did you know it takes less time to sign up to save lives than it does to brush your teeth? In just two minutes, with only your Personal Health Number in hand, you can make a huge difference.

Don't let misconceptions hold you back. Register today and join the #MythBusters movement!

(Part 4, Instagram, Facebook, LinkedIn): Ruling yourself out from organ donation because of health concerns? Think again! Our #MythBusters series clarifies: Anyone can register their intent to become an organ donor. Medical experts will assess each potential donor individually to see if their organs are viable for transplant. Let's overturn misconceptions together - every donor counts.

For X: Ruling yourself out from organ donation due to health concerns? Our #MythBusters series clarifies that anyone can register to donate. Medical experts individually assess each donor for viability. Let's overturn misconceptions together—every donor counts!

(Part 5, Instagram, Facebook, LinkedIn, X): Myth busted: Registering as an organ donor is a crucial first step, but the ultimate decision involves your family. Make sure they know your wishes to ensure your gift of life can be given. #MythBusters

(Part 6, Instagram, Facebook, LinkedIn): Clearing up a common confusion: Registering as an organ donor doesn't mean you'll be asked to donate while you're alive. It's about making a compassionate choice for the future, only after you've passed. Separate from living donation, it's about helping save lives even after yours. #MythBusters

For X: Clearing up confusion: Registering as an organ donor means helping save lives after you've passed, not while you're alive. It's a compassionate choice, separate from living donation. #MythBusters

(Part 7, Instagram, Facebook, LinkedIn): Concerned that organ donation conflicts with your religious beliefs? Most major religions see it as an act of love and charity. If you're unsure, speak with a spiritual or religious advisor to understand how donating organs can align with compassionate values. #MythBusters

Generic social post images and captions – also great for green shirt day!

Caption 1:

Logan Boulet and the Humboldt Broncos continue to inspire individuals across Canada and beyond to register as organ donors. By honoring Logan's legacy and the memory of the Humboldt Broncos, we encourage everyone to take part in raising awareness for organ donation. Share your support on social media and join us in this vital movement. Your actions can save lives and keep this important conversation going year-round. Register as an organ donor at registryourdecision.ca.

Caption 2:

As we head into the weekend, take a moment to reflect upon organ donation. Have you registered to be an organ donor? Register now at registryourdecision.ca and remember to share your wishes with your family!

Have a great weekend!

Caption 3:

Did you know you have a higher chance of needing a transplant than to becoming an organ donor? It's true! Only 1-2% of deaths happen in a way where organ donation can be considered. Register to be an organ donor and give hope to the hundreds of individuals waiting for a transplant in B.C. Visit Registryourdecision.ca and remember to share your wishes with your family.

Caption 4:

Organ donors are superheroes. So are donor families. The selfless decision to donate your organs is one that is precious and invaluable. So, registering to be an organ donor is signing up to potentially be a superhero one day! Register now at registryourdecision.ca.

Caption 5-7: Options for Green Shirt Day

- To mark the day Logan Boulet became an organ donor, his family launched #GreenShirtDay on April 7 of every year. Wear green and show your support! #LoganBouletEffect
- DYK? Green is the official colour of organ and tissue donation, symbolizing the hope organ donors provide to patients in need. Wear green on April 7! #GreenShirtDay
- Easy steps for #GreenShirtDay. 1) Wear Green. 2) Take two minutes to register your decision on organ donation. 3) Talk to your family about your wishes.



Short and sweet captions to encourage registrations

- What takes 2 minutes? Brushing your teeth. Picking a Netflix movie. Registering as an organ donor. #TakeTwoMinutes and register now. Registryourdecision.ca #Register2Give
- Want to feel awesome in less than 2 minutes? Register as an organ donor today. 1 organ donor can save up to 8 lives. Registryourdecision.ca #TakeTwoMinutes.
- Time is everything. This is why we promise registering as an organ donor should only #TakeTwoMinutes. That's faster than microwave popcorn! #Register2Give
- Do good, feel good! Register to be an organ donor and get that warm fuzzy feeling. 1 organ donor can save up to 8 lives. Registryourdecision.ca #TakeTwoMinutes
- Want an easy win to feel great? Register to be an organ donor today. It will only #TakeTwoMinutes and you could save a life. Great deed and fuzzy feels without any hassle. #Register2Give registryourdecision.ca
- Did you know there are over 750 people in BC waiting for a transplant? You can give someone hope by registering your decision today at taketwominutes.ca. 1 organ donor can save up to 8 lives. #Register2Give #TakeTwoMinutes

National Organ and Tissue Donation Awareness Week

- It's National Organ and Tissue Donation Awareness Week. Talk to your family about organ donation and register your decision. #TakeTwoMinutes
- Talk to your family about organ donation—it's a conversation that could save up to 8 lives. #TakeTwoMinutes

BCT's "Live life. Pass It On." Scholarship

- BC Transplant will award four \$1500 scholarships to grade 10-12 students who lead an organ donation awareness project in their school or community during every school year. April is Organ Donation Awareness Month and it's the perfect time to organize a campaign to raise awareness for organ donation.
- Applications open at the start of every school year in September, with the deadline in May. You can also find more information about the scholarship program on our website: transplant.bc.ca/scholarship
- Here is a google drive folder where you can access all of our ready to scholarship and school related content [here](#).

Web Stories

Our website has a [variety of stories](#) profiling transplant recipients, donor families and living donors. Please feel free to re-share our web stories and/or take excerpts and photos for social media posts. Here are some examples.

1. Stacy and Letecia – colleagues, friends and now both living donors (transplant.bc.ca)
Stacy donated one of her kidneys in May 2023 and inspired Letecia to donate part of her liver, later that year.

They are colleagues, friends, and now share the rare status of both becoming living organ donors.

With their personal experiences and positive attitudes about giving back, they recently started volunteering with BC Transplant to find more avenues to share their story and inspire others to donate, as Stacy did for Letecia.

2. Connected though life and death - a heart transplant recipient meets her donor's family

In October 2020, Maple Ridge resident Tommy Picco died from drug toxicity. He was a registered organ donor and saved four people's lives, including Lindsay Ma. Tommy's heart now beats in Lindsay's chest.

Last year, Lindsay met Tommy's mom, Debbie. Turns out Tommy and Lindsay have a lot in common, especially their boisterous laugh and their love of tattoos.

3. Honouring Kidney Month with the kindness of living donation (transplant.bc.ca)

Leah was inspired to donate a kidney to her friend Lindsay's daughter, Ferris in 2020. A few years later, through the Canada-wide Kidney Paired Donation Program, she became a living kidney donor and Ferris received a life-changing transplant.

"Ferris is someone's child – everyone waiting for an organ is someone's daughter, son, mother or father. Transplant gives hope to all of these people who want to grow older, see their kids graduate, and maybe even meet their grandchildren one day."

4. Living intentionally with a gifted heart (transplant.bc.ca)

"I know that my future, the future of all recipients and the future of organ transplant medicine is in research. That is why I love it, it gives me hope, it always has. To have a role in that really is an honour, it means a lot to me.

Kristi Coldwell works with the Transplant Research Foundation as a Senior Advisor for Research Advocacy. Kristi is grateful to bridge the gap between patients/families and researchers. She loves being the link between both sides, sharing information with the transplant community which provides them with hope and excitement.

5. Annick Lim: A Story of Hope and Giving Back (transplant.bc.ca)

25 years on, Annick Lim celebrates life since her kidney transplant. From spending Chinese New Year with loved ones to making unforgettable memories in Hawaii, she reflects on her journey. Annick's story is one of gratitude, giving back and inspiring community change through her decade-long volunteering with BC Transplant.

6. Michael Brown's lifetime of giving continues on after death through organ donation (transplant.bc.ca)

Michael Brown was always ready to step in if someone needed help. He even carried around a large first aid kit while out and about in his East Vancouver neighbourhood, saving at least seven people from overdoses.

Michael was also a registered organ donor.

So, when the 36-year old was in a surfing accident off the coast of Tofino last summer, his wife and family knew exactly what he would have wanted.

"He was always about living life to the fullest, to push yourself, to do that little extra that you didn't think you could do, to really find beauty in life, and do the things that you enjoy and spend time with the people you love. He had so much love to share."