

SAVING LIVES THROUGH SOCIAL MEDIA

giveblood.ie
you get more than you give

From Humble Beginnings....

- Zero budget
- Goodwill
- Time
- Attention



Concerns

- Conservative Organisation
- Highly regulated communications
- Risk of an open forum
- Previous bad PR and poor public image
- Donor communications primarily one-way
- The unknown.... No control!

Opportunities

- Relaxed informal contact with donors
- 'Real-time' circulation of information
- Interaction with the brand
- Donor Feedback
- Congratulate and showcase donor efforts
- Publicise marketing initiatives and new apps

Key Activities

Competitions

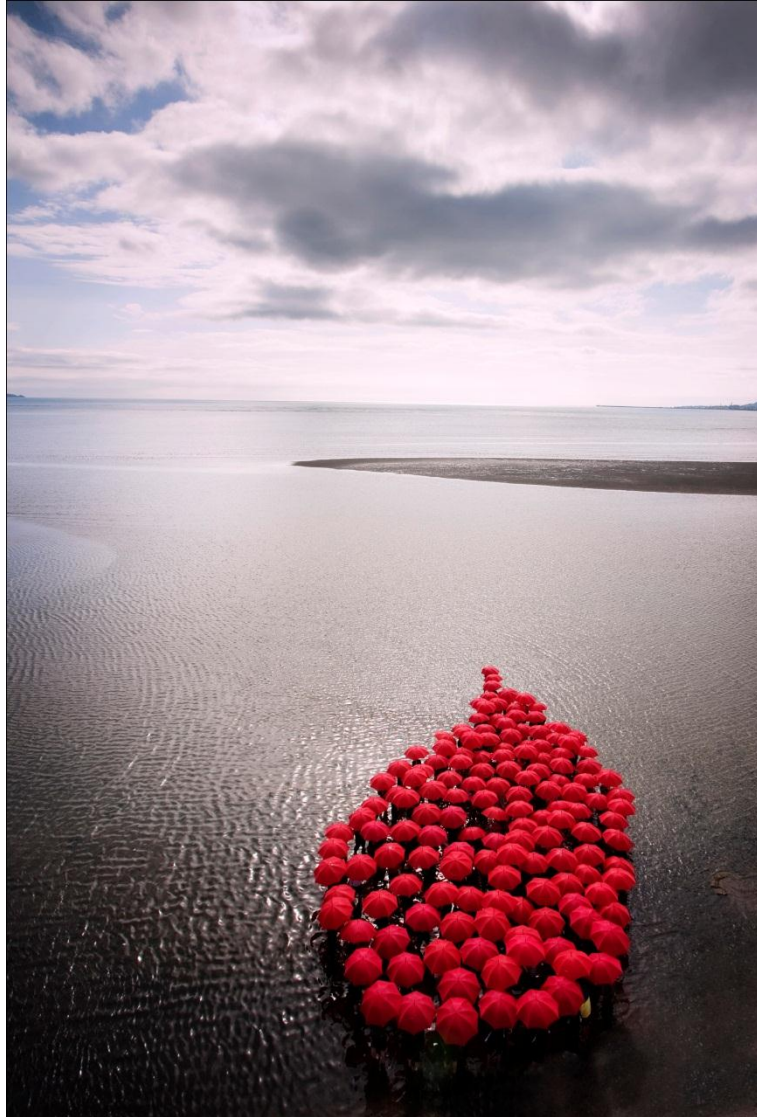
- Through Twitter, Facebook and blog
- Trivia Quiz, 500 entries in 1 day
- WBDD 2012 Competition, 861 entries



Key Activities Contd.

- Appeals – Winter, Bank Holidays & Summer
- Recruitment of blood & platelet donors, bone marrow donors and volunteers
- Celebration of Donor Award Ceremonies
- Recruiting volunteers for WBDD photo shoots
- Publicising WBDD activity online
- Online community supporting offline activities

Sandymount 2010



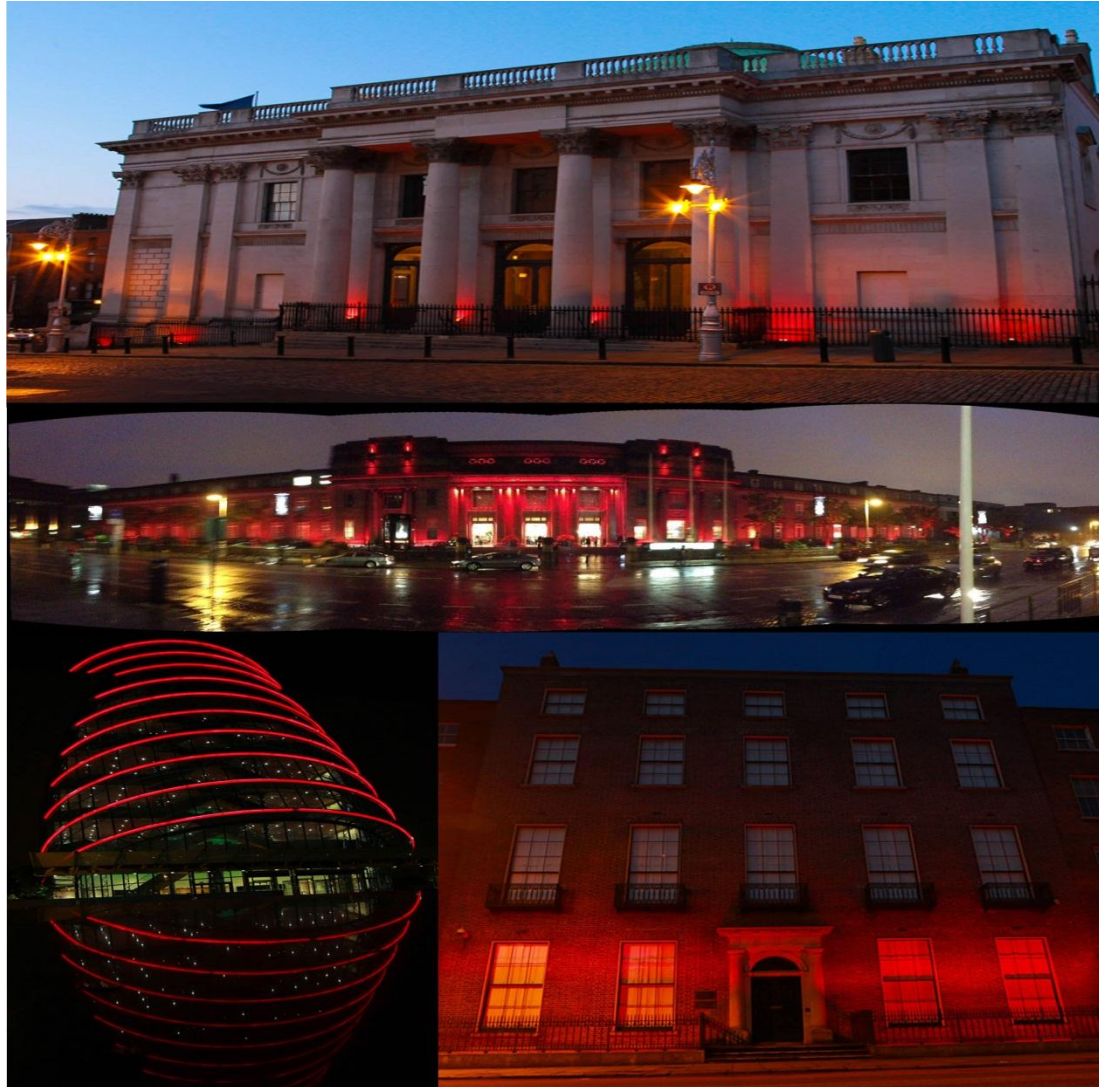
Sandymount 2010 contd.



St. Patrick's Cathedral 2011



Paint the Town Red 2012



Some good stories

- Haiti Appeal – publicity on excess blood collections going to Haiti
- “Why give blood?” conversation on clinic
- Recipients
- First time donors
- Merchandise
- Engaging with other organisations online

Challenges

- Withdrawal of Guinness from Blood Clinics
..... Lively and controversial!
- MSM issue
- Delays on clinic
- Deferrals

Building your profile

- Develop FAQs
- You get to know some of your supporters...
... 117 time donor in Co. Kerry
- Support from blood RECIPIENTS
- Capture unexpected attention... Sunday Business Post, Independent Colleges, Social Media Bloggers & hotels.

Building your profile Contd



Promote
Social Media
on clinic / in-
store, on
your website,
in your
electronic
signatures
etc.

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Golden Rules that work for us!

- Reply honestly and timely
- Recruit relevant administrators
- Consistent style/tone: Informal, friendly, positive
- Simple policies in place for administrators, spam etc.
- Use variety of facebook elements available to you - notes, photos, video, different calls to action etc
- Take feedback on the chin

The Practicalities

- Access to facebook at work - iPhone / Laptop
- Barriers: Non-Facebook people. Get them onside. Lots of statistics and profile information available
- Essentially it's just bringing your business online in a new way

Twitter

- 2,500 followers and growing....
- Key influencers and retweets are key
- Similar policies and rules as facebook
- Daily updates re clinics
- Reply to queries
- Send out 'happy' messages
- Competitions

Policy

- Our core values
- Our Social Media objectives
- List of approved administrators
- List of administrator rights and responsibilities
- Guidelines for communication frequency
- Guidelines regarding aggression/rudeness
- Guidelines regarding personal health details
- Golden rules
- Reference in house IT policies, Data Protection Act and Head of Corporate Affairs guidance

Conclusion

- It is a success story for IBTS
- If we can do it, anyone can!
- It does require dedicated resources
- It's infectious
- It gives valuable and instant feedback on your business
- Go for it!