# Online Guide
## For Red Cross Partners
*Help meet the constant need for blood*

**American Red Cross**

For use through Sept. 30, 2021

Every two seconds someone in the U.S. needs blood. Help the American Red Cross educate others about the ongoing need for blood product donations by sharing these messages and graphics on your social networks. Feel free to tag Red Cross social media accounts in your posts.

**Help amplify messages from Red Cross social media channels:**
Facebook:      American Red Cross Blood Donors
Twitter:        @RedCross
Instagram:    @AmericanRedCross

**Post messages on your social media:**
The messages and downloadable graphics below are for use on social networks and may be used to guide online conversations in your own words.

**Topics:**
Customizable blood drive recruitment posts          Eligibility posts
General blood donation posts          Customizable post-drive thank-you posts

## CUSTOMIZABLE BLOOD DRIVE RECRUITMENT POSTS


*Multiple sizes and animated*

*Post 1:*
The Red Cross needs blood donors of all types, especially type O, to help ensure blood is available for patients whenever & wherever needed. Make an appointment to give blood <date> from <time> to <time> at <location>. Sign up now: rcblood.org/donate


*Multiple sizes*

*Post 2:*
Every 2 seconds someone in the U.S. needs blood. You can help ensure the Red Cross stands ready to meet patient needs. Make an appointment to give blood with us <date> from <time> to <time> at <location>. Sign up now: rcblood.org/donate


*Multiple sizes*

*Post 3:*
Whether you have O, A, B or AB blood, we need you! We still have openings at our Red Cross blood drive <date>, <time> to <time> at <location>. Schedule your appointment at rcblood.org/donate or contact <name> at <contact info>.
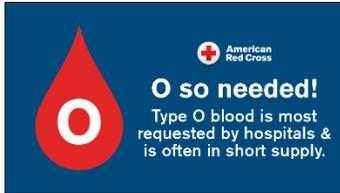
2021-APL-0661

## GENERAL BLOOD DONATION POSTS


*Landscape size*

*Post 4:*
A B AB O No matter your blood type - or even if you don't know your blood type! - you can help save lives. Click to make an appointment with the Red Cross: rcblood.org/donate


*Multiple sizes*

*Post 5:*
More type O blood donors are always needed to keep up with hospital demand. You can help ensure that the U.S. blood supply stands ready for emergencies & everyday patient needs. Schedule an appointment with the Red Cross now: rcblood.org/donate


*912x512 and 1200x1200*

*Post 6:*
SUN-believable, but true. There aren't enough people donating blood. But you can help by rolling up a sleeve and inviting friends to join you. Make your appointment to give blood with the Red Cross: rcblood.org/donate

## ELIGIBILITY POSTS


*Multiple sizes*

*Post 7:*
In most cases, there's no blood or platelet donation deferral if you received a COVID-19 vaccine and are symptom-free & feeling well when you come to give. Find specifics for the vaccine you received & check your eligibility on the Red Cross website: rcblood.org/eligibility


*Animated*

*Post 8:*
Did you take a well-deserved tropical vacay? 🌴 GOOD NEWS! There's now a shorter time to wait (just 3 months!) between vacationing in a malaria-risk area & giving blood! Want to check details on your vacation location? Call the Red Cross eligibility specialists at 1-866-236-3276.

*Landscape*

*Post 9:*
Did you know there is no upper age limit for giving blood as long as you are healthy & have no limitations on activities? Get answers to other common eligibility questions & make your appointment with the Red Cross at rcblood.org/eligibility.

## THANK-YOU POSTS


*Landscape*

*Post 10:*
👍💧📸 We're celebrating the <#> blood donors who came out to our Red Cross blood drive <date>. With their support <#> units of blood were collected to support patients who rely on blood transfusions. Thank you for rolling up a sleeve to help save lives!


*Multiple sizes*

*Post 11:*
Our blood donors are the COOLEST. Thank you to everyone who came out to our blood drive <date>. Together, we gave <#> units of blood to help patients in need. Missed the blood drive? Look for other nearby opportunities by entering your ZIP code at rcblood.org/donate.


*Multiple sizes*

*Post 12:*
BLOOD DRIVE STATS:

<#> heroes registered to give 💪

<#> units of lifesaving blood were collected 💧

Thank you to everyone who came out, whether donating blood or volunteering your time. 👏

Together, we help save lives! 😁