



SOCIAL MEDIA TOOLKIT 2021

For supporters to tell their own stories



CONTENTS



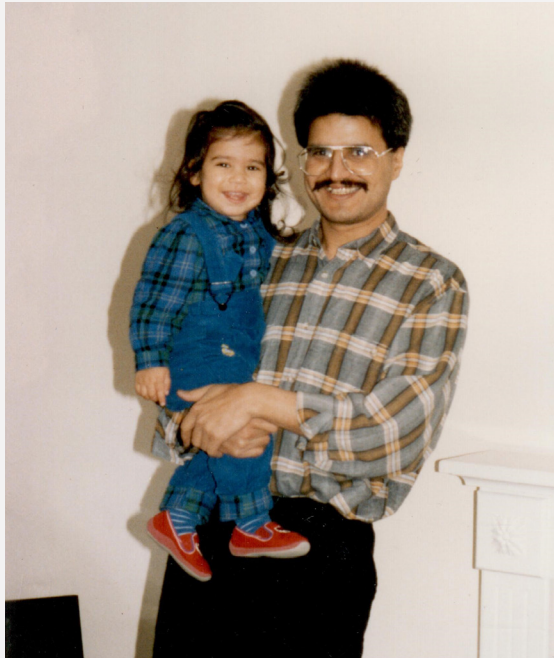
Usage Statement

Campaign Idea – “Leave Them Certain”

How to create Donor Stories for Social. Two options:-

- 1. Using provided Template*
- 2. Creating your own*

Contacts & Download Links



Usage Statement

NHS Blood and Transplant have created this document with the help of Pablo London to help our stakeholders, partners, ambassadors and supporters to create and share their own stories as part of the “Leave them certain campaign.”

Through the “Leave them certain” campaign we tell the stories of families who had to make a decision about organ donation for their loved ones without knowing if it’s what they would have wanted, to encourage people to talk about organ donation.

We’d like everyone to be part of the campaign and share their personal story and why talking about organ donation is important to them. This could be a family of a donor who knew or didn’t know what their loved one wanted, a recipient whose life has been transformed because a family supported organ donation going ahead, or a patient waiting for a lifesaving transplant and the difference that talking about organ donation could mean to them.

When sharing your personal story please do not include the exact date of the donation or of the transplant due to anonymity purposes

There are working files to create the digital assets using Adobe Photoshop, however there is also simple guidance on how to create a post for social media using family photos so the post looks and feels part of the campaign.

Thank you for supporting the campaign.

Campaign Overview

“Leave Them Certain”

—

“Leave Them Certain” means ensuring your loved ones know what your decision is about organ donation, so as not to leave them with the additional anxieties of having to make a decision on your behalf, without knowing what you really wanted. This call to action, will encourage everyone to talk about organ donation with their loved ones – leaving people certain in the most difficult of times.

A group of diverse people are holding hands in a circle outdoors, suggesting a community or team-building activity. The image is overlaid with a semi-transparent blue filter. In the bottom right corner, the NHS logo is visible.

Creating Donor Stories for Social - NHS Partners & Stakeholders

Using the templates provided

N.B - To use our templates you will need Adobe Photoshop installed on your computer and basic knowledge of its use

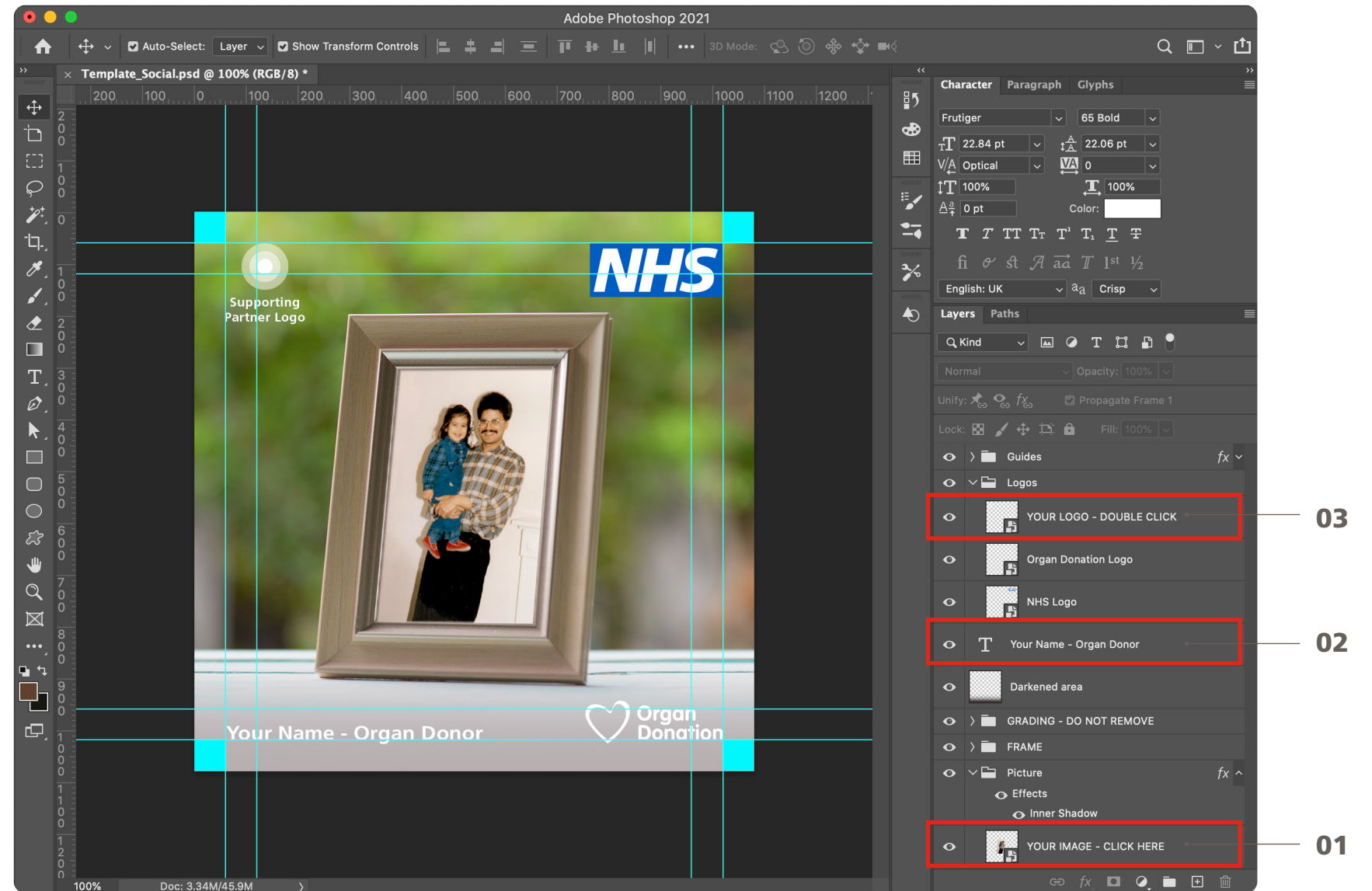


Using Templates Provided

Example 01 (1:1 / 1080 x 1080 px)

N.B - To use our templates you will need Adobe Photoshop installed on your computer and basic knowledge of its use

- **OPEN FILE** - Go to download page for template
- **01 Donor Image** - Replace the current photo that's in the frame, with an image of your own image of the donor.
- **02 Update copy** to the organ donor in this image.
- **03 DOUBLE CLICK** Partner logo smart object and change to the your logo or remove - we recommend this logo be used in 1 colour format. Save and close to return to the template file.
- **SAVE FILE**
- **EXPORT FILE AS PNG** by going to file>>Export >>Quick export as png.
- **UPLOAD** your file on social pages (Facebook & Instagram)



PARTNER logo (This is positioned 20mm from top left corner
UPDATE OR REMOVE



NHS logo (This is positioned 20mm from top right corner
DO NOT MOVE

Organ Donation Logo (This is positioned 20mm from bottom right corner - **DO NOT MOVE**

Photography should be natural and familial.
Capturing a genuine moment

- Considerations:
- Try and keep the image uncluttered.
 - Keep image clear of logo overlay
 - Re shoot image if blurred
 - **DO NOT** stretch / distort
 - **DO NOT** add filters

When writing your post add in our campaign hashtags

#leavethemcertain
#NHSOrganDonation

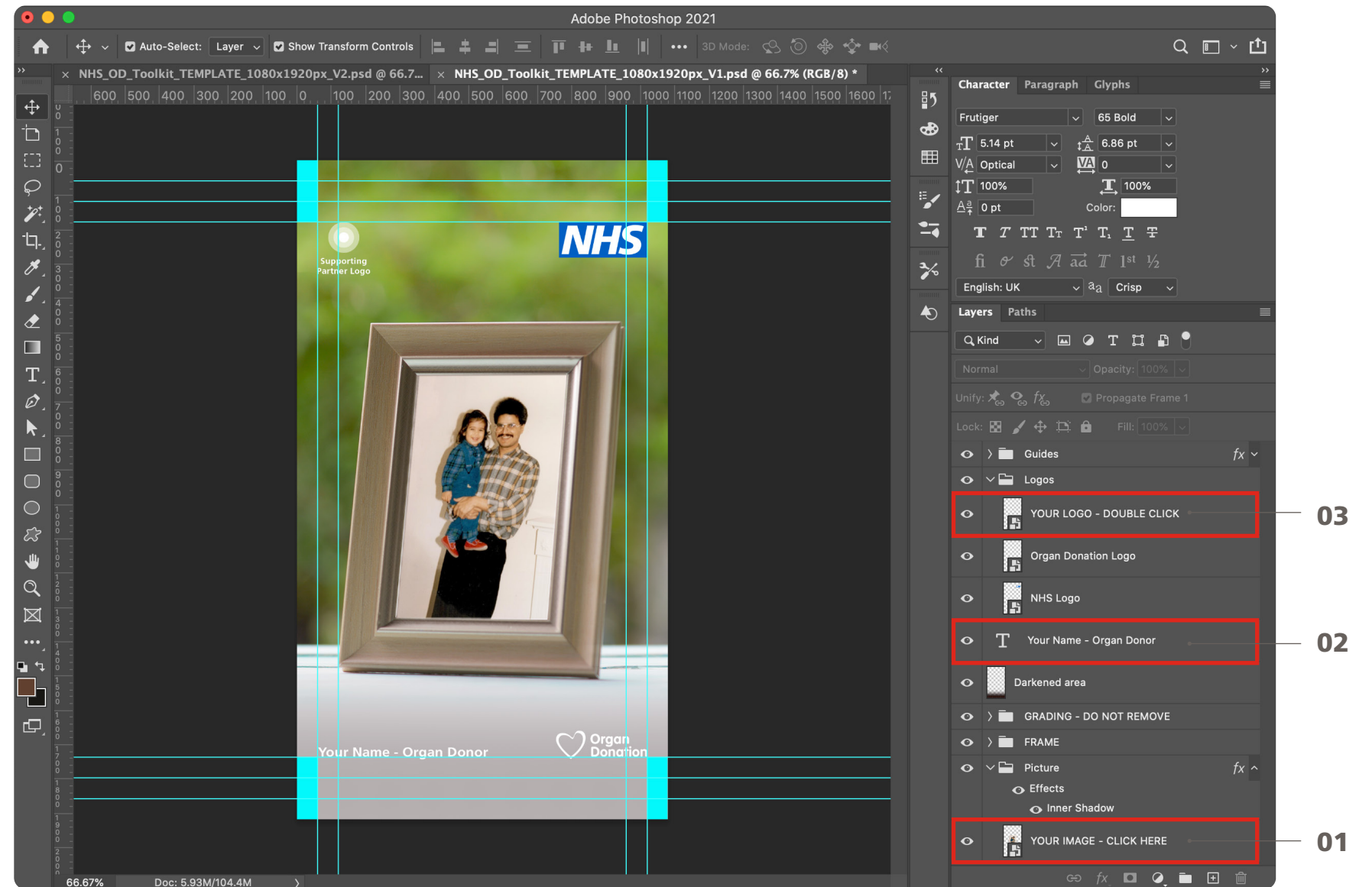


Using Templates Provided

Stories Example 01 (9:16 / 1080 x 1920 px)

N.B - To use our templates you will need Adobe Photoshop installed on your computer and basic knowledge of its use

- **OPEN FILE** - Download on the below link
- **01 DOUBLE CLICK** smart object containing the donor image and replace with your own image (e.g Shivum). Save and close to return to the template file.
- **02 DOUBLE CLICK** Text on bottom left and change to the donor in the image (e.g Shivum)
- **02 DOUBLE CLICK** Partner logo smart object and change to the your logo or remove - we recommend this logo be used in 1 colour format. Save and close to return to the template file.
- **SAVE FILE**
- **EXPORT FILE AS PNG** by going to file>>Export >>Quick export as png.
- **UPLOAD** your file on social pages (Facebook & Instagram)



Using Templates Provided

Example 01
(9:16 / 1080 x 1920 px)

PARTNER logo (This is positioned 60mm from top and 20mm from left corner
UPDATE OR REMOVE



NHS logo (This is positioned 60mm from top and 20mm from right corner **DO NOT MOVE**

When writing your post add in our campaign hashtags

#leavethemcertain
#NHSOrganDonation

Organ Donation Logo (This is positioned 60mm from bottom and 20mm from right corner - **DO NOT MOVE**

Photography should be natural and familial.
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How to create your own - Guidance on how to share your personal story

The following guidance will talk you through how to create your own photography in various familial settings for those who are unable to use our template.

Photography

These example shots are reference for taking your own personal photography for use in your social post.

They should capture natural, familial, real life moments and where you keep these precious memories for example:

- In a photo frame on the mantelpiece
- In your wallet
- Pinned up on the fridge
- In a photo album
- In a scrapbook
- In a locket around your neck
- A selfie on your phone screen
- Hold up a polaroid

You will need to consider where you are sharing the image, whether it is on FB/IG stories or newsfeed or both.

Instagram & Facebook Static Post
(square format)

Stories
(vertical format)



Capturing your image

What you will need:

- Smartphone
- Photo with family member who donated their organs, or photo of you with your family (after transplant or now, waiting for a transplant)
- Please ensure all those in the photograph are happy for it to be used.

(See example of scenarios on previous page)

- In a photo frame
- In your wallet
- Pinned up on the fridge
- In a photo album
- In a scrapbook
- In a locket around your neck
- A selfie on your phone screen
- Hold up a polaroid

Taking the photo:

- Select the family photograph that you would like to capture for your post
- Take it into a well lit area.
- Using the highest resolution for your phone capture the picture in either square and photo format depending on where it will be shared e.g. instagram post, instagram stories or facebook



Considerations:

- Try and keep the image uncluttered.
- Focus on the photo (this can be done by cropping in on the image later if necessary)

Editing your photo:

- Most smartphones allow you to crop and adjust the brightness of your image so that you can get your images looking as good as they can. See pages 17 & 18 for tips on cropping your photo.



You could also download apps like Canva to help you to create and resize your visuals add annotations or even edit a small video or super fast and easy.

<https://www.canva.com/>

Adding Copy & Hashtags

Don't forget to add in your hashtags to your post so that your posts link back to our Campaign 'Leave them certain'

Tag in @NHSOrganDonor

The hashtags you need to add are below:

#LeaveThemCertain
#OrganDonation
#NHS

Please do not add the exact date of your transplant or of the donation to the post. Month and year are acceptable to use.

Please do not post prior to 08/02/21



Things to avoid

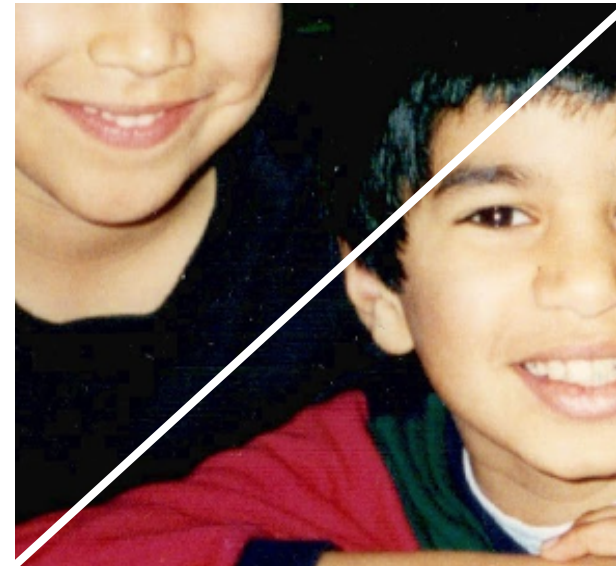
You will need to either take or crop your photo at the correct proportions for social.

- **DO NOT** use over cluttered images with additional props, distracting typography or branded features. Try to keep the composition simple.
- **DO NOT** use images that are already heavily cropped in without any context of where the photo is.
- **DO NOT** use images that are too staged, unnatural
- **DO NOT** use blurred or low quality resolution images
- **DO NOT** stretch / distort images, crop at the same ratio
- **DO NOT** add filters. I know its tempting, but we want to keep a familial reality to our photography

DO NOT over clutter



DO NOT use heavily cropped photographs



DO NOT use staged / unnatural photos



DO NOT use blurred / low res images



DO NOT use stretch / distort images



DO NOT use filters

Cropping your image

Square format

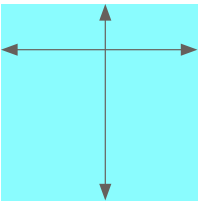
For instagram and facebook posts you will need to either take or crop your photo at the correct proportions for social.

You will also need to make sure that the person in the photo that you want to hero is the most prominent part of the picture so crop in on your photograph if necessary.

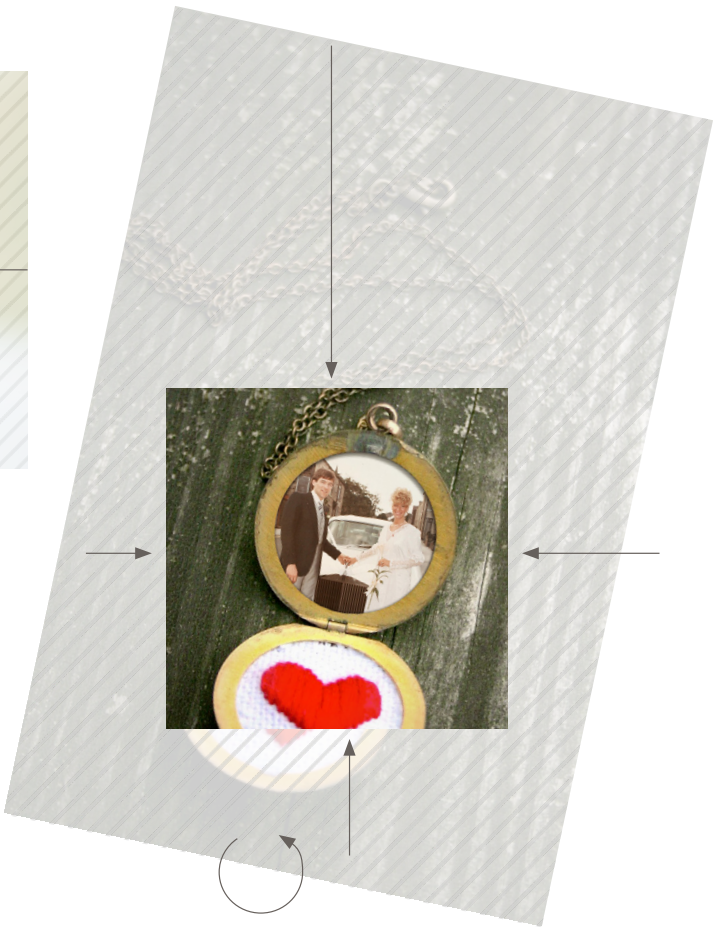
You will also need to make sure that your photo is the highest res possible and that you do not add any filters.

See examples

1080 x 1080px
(Square format)



1080 x 1080px
(Square format)



Rotate if necessary to get the correct crop. This is possible on most smart phones

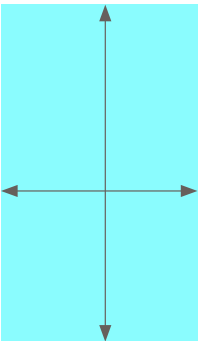
Cropping images

For instagram stories posts you will need to either take your picture in regular photo format and then crop your photo at the correct proportions for stories.

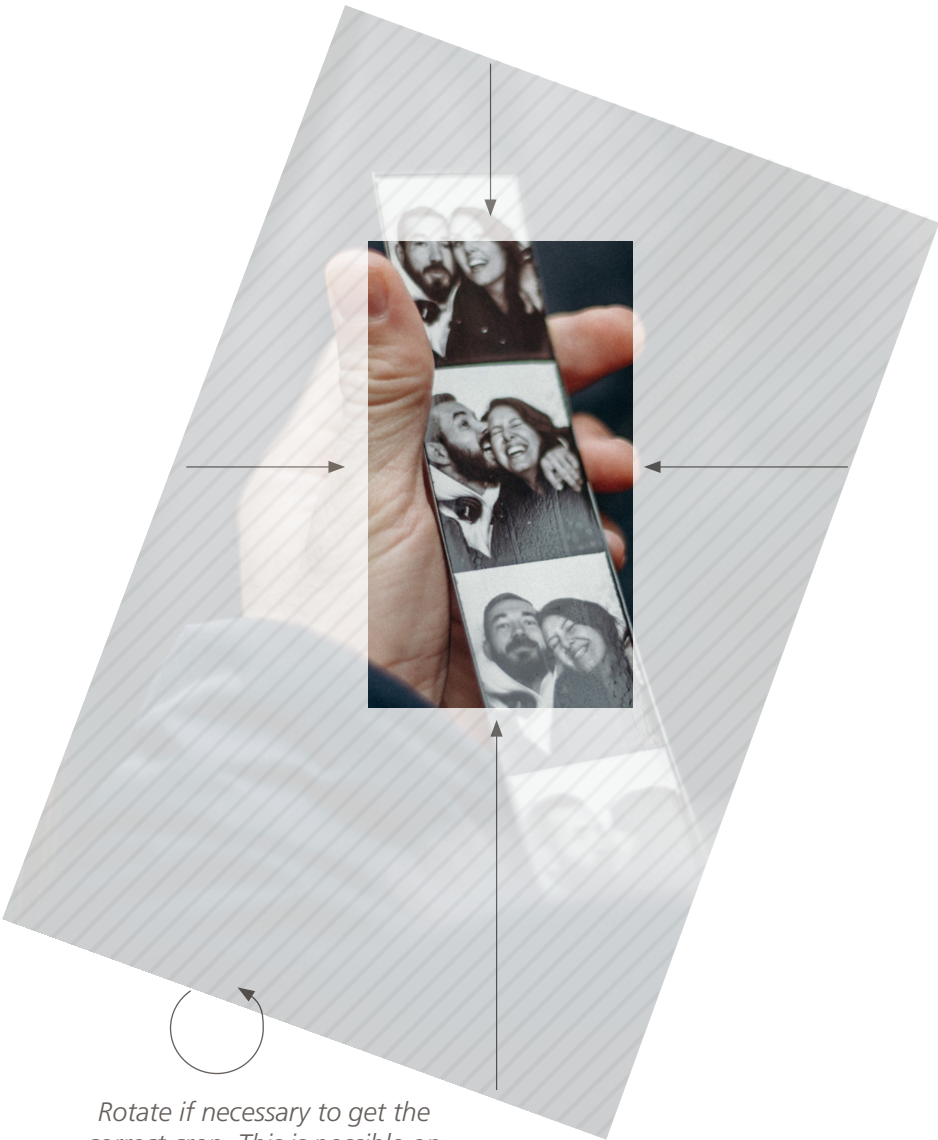
You will also need to make sure that the person in the photo that you want to hero is the most prominent part of the picture so crop in on your photograph if necessary.

You will also need to make sure that your photo is the highest res possible and that you do not add any filters.

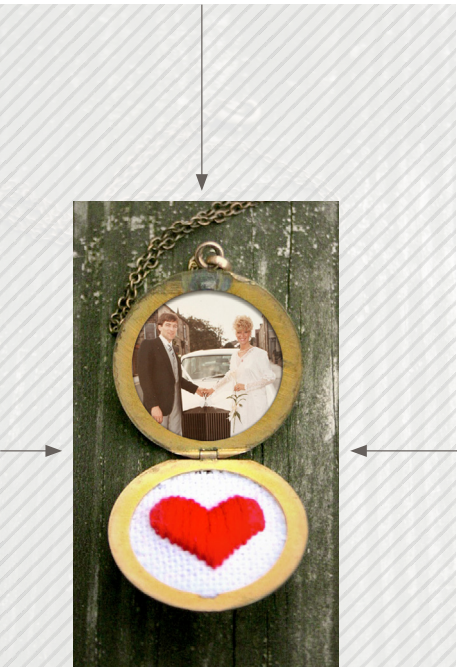
See examples



1080 x 1920px
(9:16 format)



Rotate if necessary to get the correct crop. This is possible on most smart phones



Contacts

Organ Donation Marketing Team
marketing.comms@nhsbt.nhs.uk

For press and media enquiries please contact:
PressOffice@nhsbt.nhs.uk

Assets

[Click here](#) to download Social Templates



Thank you