

## Sharing your story to promote donation

Thank you for getting in touch with us to register your interest in helping us to promote donation.

NHS Blood and Transplant wouldn't be able to save lives through blood transfusions or transplants if we didn't have donors who were willing to donate blood, stem cells or organs during their lifetime or organs or tissues upon their death.

Stories like yours are hugely important for encouraging people to become donors. Personal stories are essential as people will relate more to you and your experience. People are more likely to act by signing up to donate, talk to others about donation and share Facebook posts and tweets with others.

This document is a brief introduction to how NHS Blood and Transplant promotes donation and how we work with, and support, people like you who are considering publicly sharing their story.

NHS Blood and Transplant promotes donation through a number of different routes:

- Stories in the media - our media team encourages journalists to write or talk about donation, transfusion and transplantation
- Social media - we have very active Facebook and Twitter pages and an increasing number of new social media channels for blood and organ donation
- Websites - our own and the websites of organisations who want to help us promote donation
- Leaflets, posters and NHS Blood and Transplant publications (such as the Donor Magazine, Annual Report and Strategic Plan)
- Events - recruitment events to encourage blood and organ donation and recognition events for existing blood donors
- Advertising (print, radio and online)

We are delighted that you have offered your support to help with one or more of the above activities. But what's next?

We've like to reassure you we would never publicise your personal story without your permission and we wouldn't want you to do anything you weren't comfortable with. The first step is to get some personal details from you for our own records such as your date of birth, address, your story, a photo and your contact details. NHS Blood and Transplant will keep your details safe and contact you about any opportunity you might like to help us with. We would always ask you before sharing them with a third party such as a journalist.

We will also agree a summary of your story with you that you are happy for us to use as the basis for anything you do with us. For example, we may brief a journalist on your story to see if it is something they'd like to cover before we set up an interview or we may prepare something for a website. If we were going to use your approved summary and picture on one of our websites, social media or in a publication, we'd check with you first.

### Publicising your story through the media:

- In our experience, journalists treat people sharing their story about donation, transfusion or transplantation very respectfully
- Personal stories in the media tend to lead directly to people becoming donors or registering to donate
- We will try our hardest to encourage a journalist to cover your story, but ultimately it's his or her decision whether they do so or not
- A journalist will write up your story in their own words in the style of their newspaper or magazine. It is very rare that they will give you an opportunity to review it in advance

- If you are sharing your story with a journalist, once it's published it could appear in other publications or anywhere online
- It's very unlikely that a journalist will cover your story anonymously. So if you agree to an interview, be prepared for your name to be published.
- If a journalist asks you something too personal, just say that you would prefer not to answer the question. If there are any areas you would prefer not to discuss, let your NHS Blood and Transplant contact know so we can make this clear to the journalist when setting up the interview.

Many people tell us that they enjoy helping to promote donation through the media. So hopefully you will too!

### **Publicising your story through social media**

The content we place on our blood donation and organ donation Facebook, Twitter and our other social media pages often gets widely shared. It also often leads to people signing up to donate, so our social media pages are really important to us.

While we can control the wording of what we initially post about you, we can't control the comments that others make, or how widely people will share your story. Don't let this put you off, as personal stories tend to generate really positive comments.

To protect your privacy, if you have a rare surname, we would encourage you to only use your first name.

### **Appearing on leaflets, posters, in reports, newsletters or printed documents and on our websites**

NHS Blood and Transplant produces many publications, including Annual reports, leaflets, posters and strategy documents. We always try to include personal stories and photos in them to demonstrate how central donors and patients are to our work. Everything we do is focused on saving lives.

When you first contact us we may ask you if you are happy for photos of you to go in our image library. If you are happy for us to hold them in that library, you are providing permission for us to potentially include images in our publications and on our websites.

We will always try to contact you before using your photos to let you know what we are planning. But we may not always be able to do this. So if at any point you want us to remove your images from our image library contact [campaigns@nhsbt.nhs.uk](mailto:campaigns@nhsbt.nhs.uk)

### **What to do if your story changes**

Feel free to contact us to update your story. For example, if your story is on one of our websites, and you want to update it or send us a more recent photo, please do so. The easiest way to do this is to email [pressoffice@nhsbt.nhs.uk](mailto:pressoffice@nhsbt.nhs.uk)

We may also contact you to check whether you are still happy for us to hold your details or to see whether you'd like to update the information we hold about you.

Bear in mind though, that once your story is in a printed publication, such as an annual report or strategy document, we won't be able to update it in that publication.

Finally....

Thank you. We look forward to working with you to promote donation!

NHS Blood and Transplant  
Media and PR Team  
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