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#GranicusSummitUK



### **Be Brave For Change**

#### Melissa Thermidor, Social Media Manager NHS Blood and Transplant

**Caring Expert Quality** 

### The conversation on social is shifting





nhsorgandonor







0504 NRS L SHITH

Selena Gomez's friend gave her a kidney and Meghan Markle's friend set her up with a prince and I'm not saying I'm ungrateful for my friends but I am saying that they really need to step it up



Yesterday I officially became a blood donor, couldn't be happier! Huge thank you to the amazing staff at London West End Centre! #GiveBlood @GiveBloodNHS

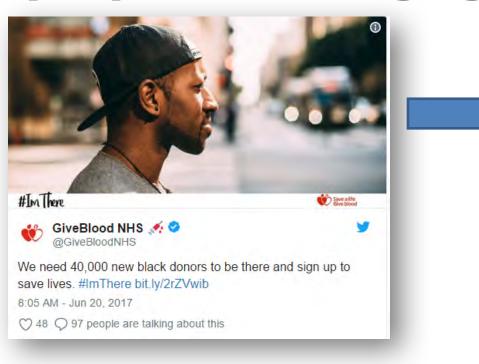
@grzybagnieszka1







# The challenge: making donation matter to people and changing behaviours



Jamie Myers @JamieMyers9	y
Replying to @GiveBloodNHS	
You know if this said white people needed for blood for white	
olk. This would be racist. Just saying 👍 0:35 AM - Jul 6, 2017	
	6
♥ 6 See Jamie Myers's other Tweets	

Tell me about it all they have do is set up a mobile blood bank outside KFC. — badgoy stew (@strudel1983) August 9, 2017



Maybe all the blacks who need donations should be in the same place together so they can exchange blood. Africa seems like an obvious candidate.

- PepeTheHammer 🏠 💥 (@PepeTheShort) October 22, 2017

## **Being brave**

- Tap into the values most people share
- Diversity a core value that everyone holds
- Disrupted and gained attention of people who may not have ever
   responded to our usual day to day
   activity
- +6% increase in black people signing up to donate

# No conversion without conversation:

- Corporate sell/hard message on social doesn't workanymore.
- Storytelling can start on social
  but it needs to end on site and be
  consistent in all user touchpoints.
- Conversion is not limited to a sign up or a registration – it's getting tested for an STI, getting mental health advice, shift in behavior

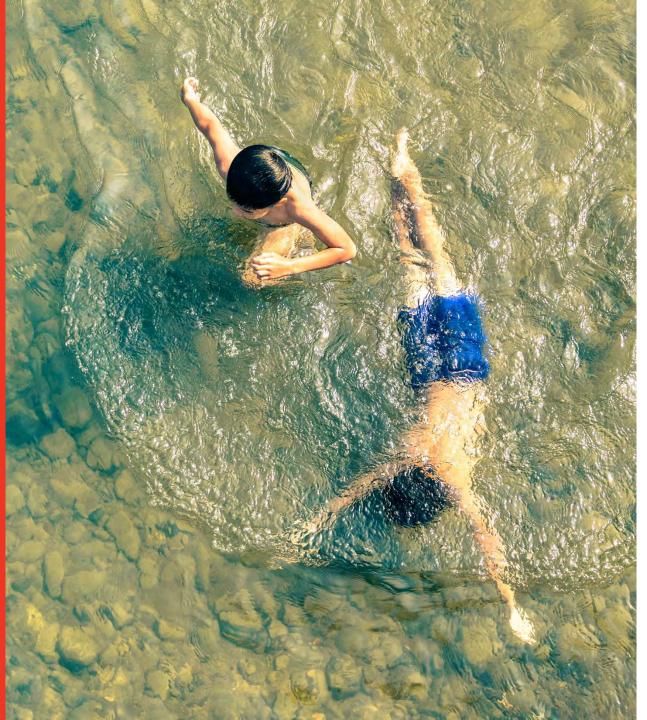


### Date 2 Donate

- Reach a younger audience group
- Low budget
- Micro -influencers
- Have a conversation that **doesn't** matter



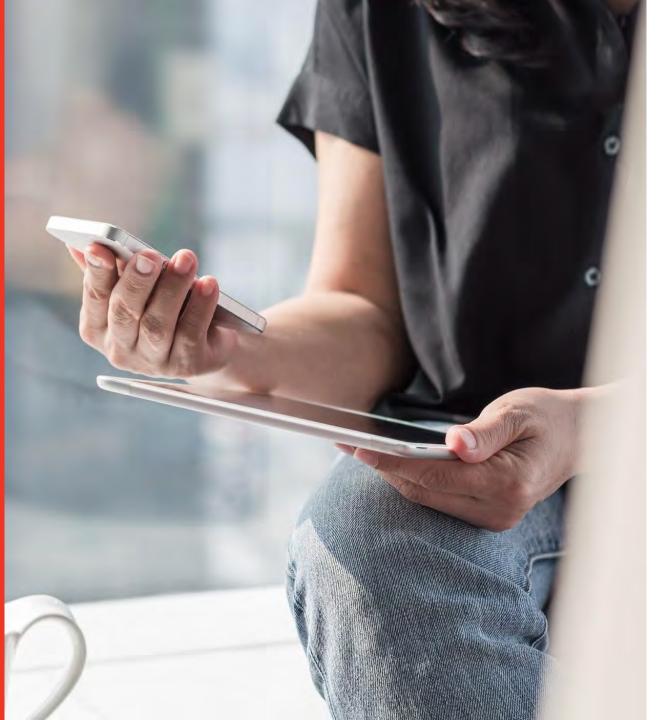




# Date 2 Donate videos led to:

- 100K+ video views
- 10,000+ social engagements
- +60% increase in Twitter registrations
  Social feedback:
- *"I scrimmed "give it to them"… Never knew you could cheerlead giving blood*
- "What a great campaign idea"
- Well done for showing how straightforward it is to give blood, do it if you can, it saves lives.
- "This was real cute"

Data and trends are popular. So, we take them and serve them right back to our community.



## **Five Key Takeaways**

- Be brave. Challenge. Challenge.
- Track social engagements back to performance, but results may not be immediate. Change takes time.
- Use what's already available UGC
- Create data driven content & optimize it for social
- Recycle across different platforms.

