



MELISSA THERMIDOR

Social Media Manager,
NHS Blood and Transplant

A thick blue wavy line that starts on the left, dips down, and then rises towards the right, spanning across the top half of the slide.

Be Brave For Change

Melissa Thermidor, Social Media Manager
NHS Blood and Transplant

The conversation on social is shifting

ox

OutsideXbox

@OutsideXbox

Follow

thanks to @GiveBloodNHS for the tea 🍵💖

♥️

NHS Organ Donation

Published by MELISSA THERMIDOR [?] · May 22 at 8:22pm · 🌐

hat's what friends are for.... 🍷🍷

kate

@kategrayy

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

♥️

nhsorgandonor

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grzybagnieszka1

Follow

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

Brave Patient

French Bulldog

...

Woman

...

The challenge: making donation matter to people and changing behaviours



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 work anymore.
- 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.

Thank
you