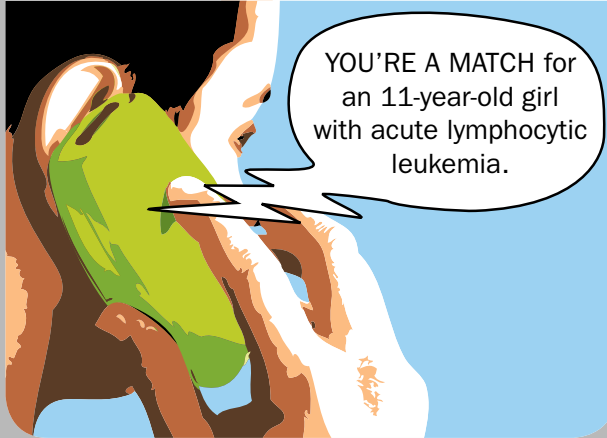


Keep it **CONFIDENTIAL**

GUIDELINES FOR SOCIAL MEDIA SHARING

You get the call:



But WAIT!

Patients trust you to keep their identity private.



Social media makes it easy to piece together “clues.” Confidentiality prevents unwelcome publicity and contact for BOTH the donor and the patient.



OK

“I’m donating soon”



NOT OK

“I’m donating Tuesday!”

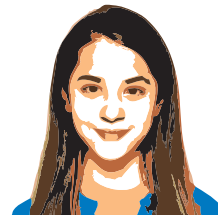
Don’t share the exact date of donation



OK

“I’ll be donating marrow to a child with leukemia”

Don’t share age, specific disease, or gender



NOT OK

“I’m donating to an 11-year-old girl with A.L.L.”

Thank you

for your commitment and discretion.