Donor Recruitment and Social Marketing

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ADDRESSING THE NEEDS IN BLOOD Donation is not simple

Any Time
Any Place
Any Quantity
+ Safe

Right Blood Group
Right Blood Components
Right Time
+ Safe
Ultimate solution

• Safe and adequate donors coming for blood donation regularly and when needed
• But how to get to the donors (the public) i.e. recruitment and retention for a healthy and stable (i.e. not shrinking but preferably growing) pool
For donor recruitment, what is the meaning of blood donation to the laymen and the public? For donor retention, do they understand the need? Does just education and reminder work?
Voluntary non-paid donation vs self sufficiency

- Self initiation
- Promotion
- Recruit new comers
- Retain existing
- Educate public on safety and adequacy

Stable inventory
Stable supply
Minimal wastage
Over the years, blood service has done a lot.

- Traditional ways in recruitment and promotion includes
  - written materials (posters, newspapers, magazines),
  - radio and TV,
  - talks at school, churches, community halls,
  - tele-marketing
  - use of celebrities and public figures to appeal the public for donation
  - patients’ stories

- Others such as youth donor clubs
為了表揚及感謝捐血人士對拯救生命的無私奉獻，紅十字會、世界衛生組織及國際捐血者組織聯合會等機構，今年開始，定每年的九月十四日為「世界捐血者日」，由當日開始，將定期舉辦的「捐血者日」將以特別主題活動新添不同的特色，以吸引更多人士參與，同時透過活動宣揚捐血的重要及意義。
Community Spring Blood Donation Campaign Kick-off Ceremony 2010

life
Why having varying success nowadays?

• Degree of penetration, theoretically high but not read, or scan / pass through quickly,
• Understanding message, salient point can’t come out, cannot reach their heart/ mind
• Responses take time (Blood donation is not a simple and easy task that can do at any time, any where, within a short time, can repeat shortly, etc)
• Difference in the expectations from the public and donors
Expectations cannot be easily and always met

• Donation intention or expectations
  – To help those need
  – To show one that is generous, strong/fit or
  – Superior than others (surplus)
  – Others – for fun, test seeking, ........

• Obviously, there are many other intentions unrevealed
As a simple starting point, to bring them in?

- Messages on the need
- Convenient location and time
- Pleasant environment and staff
- “Something they can take home”

- But more importantly a push from
Ensuring donor satisfaction

• Key element in the success in satisfied donors
• More likely they would come back by their own or after being called
• More likely they would help in spreading good messages to others about blood donation
• In return, better retention, happy donation environment, happier staff
The push from

- blood service (+/-)
- donors themselves (+)
- family and relatives (+)
- Friends (++)
- not known (???)
Why social media?
Social media (社交媒體)

• forms of *electronic* communication (as Web sites for social networking and microblogging) through which users create **online communities** to *share information, ideas, personal messages, and other content* (as videos)

• First known used in 2004

Source: http://www.merriam-webster.com/dictionary/social%20media
Ways of Social Media Changing our Daily Lives

Social Media: The Good

- Immediate Access to News and Info
- Pervasive Connectivity To Others
- Globalized Voices
- Easy Mass Search by Hashtags
- More Levels and Associated Networks
- Sense of Belonging and Collective Identity

Source
Impact of social media on donor recruitment and blood donation

• Traditional ways of recruitment and promotion cannot reach their heart/mind
• Younger generation thinks and acts differently
• With high penetration and active participation, social media allows the blood donation message reach “targets” faster and spread widely
• Some time can be very effective but do have the downsides
Ways of Social Media Changing our Daily Lives

Social Media: The Bad

- Addiction and Loneliness
- Over self-propaganda
- Hiding Behind Anonymity
- All Talk without Action
- Exposing Privacy
- Reduced Work Productivity
- Requires feeds (new stories, talking points, pictures and video clips)

Social media owns you
Roles of Social Media

5W 1H
Social Media? Role and Force

1 WHY

To catch existing blood donors to become regular donors

To encourage youngsters to become new blood donors

To cultivate children to become future blood donors
We Know:

"This is just one more way to reach people"

"This is the way people are communicating today, and it's the way people will be communicating in the future."

Source: SeattlePI.com – “Blood center all atwitter over attracting donors with social media” by Lindsay Toler
Social Media? Role and Force

WHERE

@ Facebook
@ e-Donor System
@ Mobile App
@ ABO Channel
@ YouTube
@ Instagram
Social Media? Role and Force

4 WHEN

Updates!
Urgent Appeals!

Hot News!
Daily Figures!
Social Media? Role and Force

5 WHOM

Blood Donation Supporters
Regular Blood Donors
Blood Donors to-be
Reporters
Youngsters
Your Social media is successful by:

- How to determine frequency and method of updates
- How to rate the quality of your content
- How to build a fan base and follower engagement with the content
Social Media Strategies of Hong Kong Red Cross Blood Transfusion Service
Most important outcome measures: action
Conclusion

• Know your needs and donors expectation; know what you have
• Look not just from the angle of Blood Service but from donors or non-donors
• Learn from others (not just locally but also globally; cross cultures); from the past
• To lead their ways toward donation or coming back (social media); not just follow
• But be careful on their downsides and be prepared
Thank you!