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**Social Media for Third Parties & DR Use**

**Holiday - November 16 to December 31, 2015**

Facebook

* Wrap It Up Red this holiday season and Give Life. To a hospital patient there is no better gift. [www.blood.ca/wrapitupred](http://www.blood.ca/wrapitupred)
* You can give the perfect thing to make someone’s holidays unforgettable. Give Life by donating blood. [www.blood.ca/wrapitupred](http://www.blood.ca/wrapitupred)
* This holiday it’s not about what you get, it’s what you Give. Start a holiday tradition of Giving Life and become a blood donor. [www.blood.ca/wrapitupred](http://www.blood.ca/wrapitupred)
* You’ll be filling your house with family and friends, please also fill an appointment to Give Life.  Book an appointment at blood.ca today or download the GiveBlood app. [www.blood.ca/wrapitupred](http://www.blood.ca/wrapitupred)

Twitter

* #WrapItUpRed this holiday season and #GiveLife. To a hospital patient there is no better gift. @itsinyoutogive
* You can give the perfect thing to make someone’s holidays unforgettable. #GiveLife by donating #blood. @itsinyoutogive
* Make this holiday about Giving. Start a holiday tradition of Giving Life. Become a #blood donor. <https://blood.ca>
* After filling your house with family and friends, also fill an appointment to #GiveLife.  [www.blood.ca/wrapitupred](http://www.blood.ca/wrapitupred)

**Blood - 2015/16**

Facebook

* Donating blood helps ensure an adequate supply for Canadian hospital patients. Please make time to give life <https://blood.ca>
* Book an appointment on the GiveBlood app. You have the power to give life by donating blood.

iOS: <http://ow.ly/LVI9x>

Android: <http://ow.ly/LVIbl>

* Blood donations play an important role in cancer treatment. Help a child fight cancer by giving life. Donate blood. <https://blood.ca/power>
* It can take as many as 8 donors a week to help a patient with leukemia. You have the power to give life. Visit <https://blood.ca/power>
* Not sure if you’re eligible to donate blood? Check out our eligibility quiz to learn more, and while you’re there, book your next appointment. <https://www.blood.ca/en/eligibility-quiz>
* You have the power to give life. Join the movement and donate blood today. Visit <https://blood.ca/power>
* 1,800 new donors are needed every week to help patients receive the blood they need. Start donating blood and give life today.Visit <https://blood.ca/power>

Twitter

* Donating ~~#~~blood helps Canadian hospital patients. Please book an appointment to give life at <https://blood.ca> [@itsinyoutogive](https://twitter.com/itsinyoutogive)
* Book an appointment to give life by donating #blood. Book on the #GiveBlood app. @itsinyoutogive
* Blood donations play an important role in cancer treatment. Help patients fight #cancer by donating blood. @itsinyoutogive
* It can take as many as 8 donors a week to help a patient with #leukemia. You have the power to give life. @itsinyoutogive
* You have the power to #GiveLife. Join the movement and donate blood today. Visit <https://blood.ca> #GiveBlood @itsinyoutogive
* 1,800 new donors are needed weekly to help patients.  Start donating blood, GiveLife today. #GiveBlood Visit [www.blood.ca/itsinme](http://www.blood.ca/itsinme)

**Stem Cells (including Cord) - 2015/16**

Facebook

* You have the power to give life. Join the movement and register to donate stem cells today. Visit <http://bit.ly/1N8kXQo>
* Did you know you could give life?  Someone might be waiting for you. Register to donate stem cells. Visit <http://bit.ly/1N8kXQo>
* Are you 17 to 35 years old? Patients are looking for you. Register to donate stem cells. Visit <http://bit.ly/1N8kXQo>
* Does it hurt? Do I have to have surgery? Get the truth about donating stem cells. Visit <http://bit.ly/1N8kXQo>
* You have the power to give life. Join the movement by committing to donating cord blood. Learn more <http://bit.ly/1B16YFo>
* Give another parent the chance to sing lullabies. Give life by donating your baby's cord blood. <http://bit.ly/1B16YFo>

Twitter

* Did you know you could give life?  Register to donate #stemcells: <http://bit.ly/1N8kXQo> @itsinyoutogive
* You have the power to give life. Donate your baby's [~~#~~cordblood](https://twitter.com/search?q=%23cordblood) in [~~#~~Ottawa](https://twitter.com/search?q=%23Ottawa) [~~#~~Edmonton](https://twitter.com/search?q=%23Edmonton) [~~#~~Brampton](https://twitter.com/search?q=%23Brampton) [~~#~~Vancouver](https://twitter.com/search?q=%23Vancouver) <http://bit.ly/1B16YFo> @itsinyoutogive
* Does it hurt? Do I have to have surgery? Get the truth about donating #stemcells. <https://www.blood.ca/en/stem-cells> @itsinyoutogive
* Are you 17-35? Patients are looking for you. Register to donate #stemcells: <http://bit.ly/1N8kXQo> @itsinyoutogive

**Organ, Eye & Tissue Donation - 2015/16**

Facebook

* Registering to be an organ donor is one of the best things you can do. Give life by donating organs, eyes & tissues. Lean more: <http://bit.ly/1gpgOMN>
* You have the power to give life. Join the movement and plan to donate organs, eyes and tissues. Learn more: <http://bit.ly/1gpgOMN>
* When you become an organ donor, you not only give life to a recipient but also transform the lives of the people around them. <http://bit.ly/1gpgOMN>
* Thousands of Canadians are waiting for an organ, eye or tissue transplant. Give life to others today. Learn more: <http://bit.ly/1gpgOMN>

**Mobile App - 2015/16**

Twitter:

* Download the #GiveBlood app for #iphone on the #Apple #appstore: [**http://ow.ly/LVI9x**](http://ow.ly/LVI9x)
* Download the #GiveBlood app for #Android devices on #GooglePlay: <http://ow.ly/LVIbl>

Facebook:

* iPhone or Android? Don’t worry, we’ve got you covered, download the GiveBlood App today!

iOS: <http://ow.ly/LVI9x>

Android: <http://ow.ly/LVIbl>

**Instagram Promotion** (for Facebook and Twitter):

Facebook

* Follow Canadian Blood Services on Instagram & share photos of your donation experience! Don’t forget to tag #itsinyoutogive. <https://instagram.com/itsinyoutogive>
* Hey, are you on Instagram? Awesome! So is Canadian Blood Services. Follow them at <https://instagram.com/itsinyoutogive> #itsinyoutogive #GiveBlood

Twitter

* Are you on Instagram? Canadian Blood Services is too! Check them out and follow at [<https://instagram.com/itsinyoutogive>](https://instagram.com/canadianbloodservices/)
* Follow Canadian Blood Services on Twitter? Why not follow them on Instagram too? [<https://instagram.com/itsinyoutogive>](https://instagram.com/canadianbloodservices/) #itsinyoutogive
* Are you on Instagram? Follow Canadian Blood Services at <https://instagram.com/itsinyoutogive> #itsinyoutogive

**Where To Find Us**

* Find Canadian Blood Services on Facebook, Twitter or Instagram, tell them about your experience, share your pics. They would love to hear from you!

 /itsinyoutogive  @itsinyoutogive @itsinyoutogive