life

Community
Corporate
School

ADEQUACY
SAFETY

Donor Recruitment and Social Marketing

Motivate
Mobilize
Retain

Dr CK Lee

Comfort zone
Appeal
Wastage



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



Meaning of Blood Donation

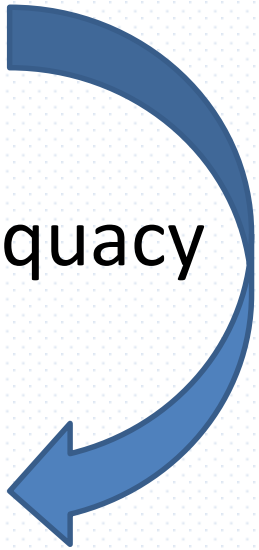


For donor recruitment, what is the meaning of blood donation to the laymen and the public?
For donor retention, do they understand the need?

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



life









六月十四 捐血者日

為了表彰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，由今年開始，定每年的六月十四日為「世界捐血者日」。由該日開始，蒞臨捐血的人士，將可以獲得由香港紅十字會輸血服務中心舉辦的「捐血者　多謝你」感謝卡設計比賽得獎作品製成的感謝卡，以及特別為該日設計的限量版紀念襟章，以表示感謝。而設計比賽各得獎的作品，市民亦可以在網站http://www.ha.org.hk/rcbts瀏覽。

捐血275次 抵佢攞獎

八方噚日去咗紅十字會嘅頒獎典禮，身為會長嘅特首夫人董趙洪娉當然有出席。見董太嚟度，八方梗係期待佢有「疊詞」新作啦，好似「捐血、捐血、捐血；幫人、幫人、幫人」咁咪瞓番今次頒獎禮主題囉。

點知董太不但有新作發表，頒完獎之後重疊咁腳走咗，令八方不知幾咁失望。另外一位主禮嘉賓律政司司長梁愛詩，又係好快就走咗喇，真係貴人事忙。

呢個頒獎禮係表揚一啲長期熱心捐血嘅市民，好似其中一位攞獎嘅李先生，佢捐咗二百七十五次血，由十七歲捐到四十八歲，真係唔到你唔佩服。做警察嘅李生就更加厲害，佢話每兩個禮拜就捐一次血，李生嘅精神真係值得表揚，抵佢攞獎！



■李生（左）捐咗二百七十五次血，由十七歲捐到四十八歲，真係犀利！　黃秋豪攝



香港紅十字會輸血服務中心
Hong Kong Red Cross Blood Transfusion Service

life









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Community Spring Blood
tion Campaign Kick-off Ceremony
010







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

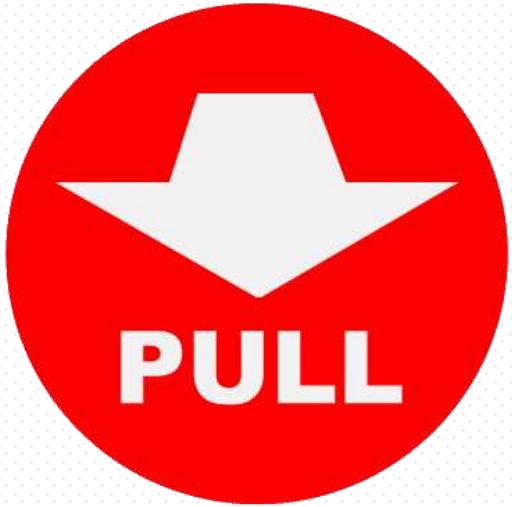
- Donation intention or expectations
  - To help those need
  - To show one that is generous, strong/fit or
  - Superior than others (surplus)
  - Others – for fun, test seeking, ……..

- 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

You own social media

- **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**

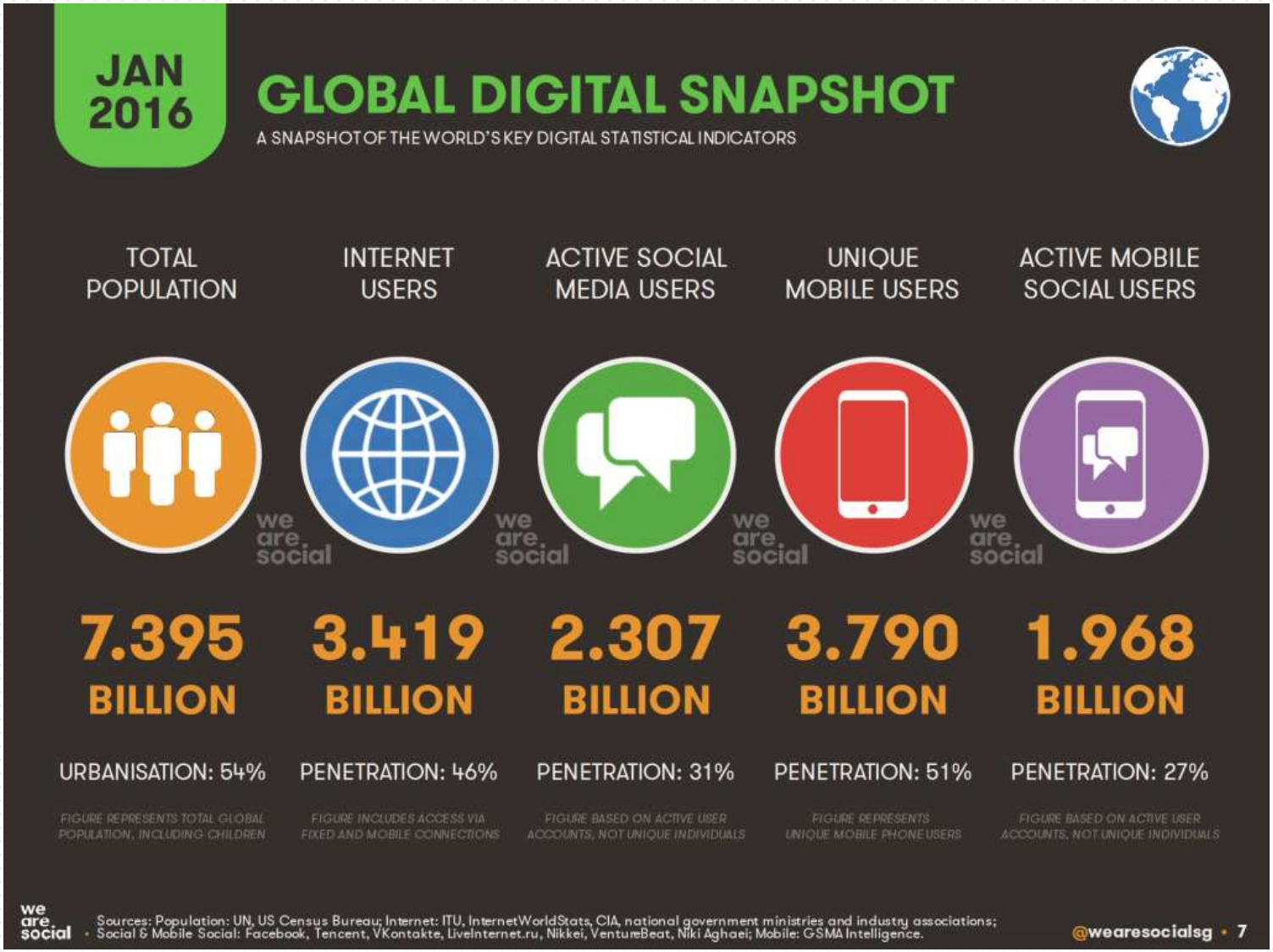


Source

Collin, Philippa et al. (2011). The Benefits of Social Networking Services.

Biswajit Das, Jyoti Shankar Sahoo. (2011). Social Networking Sites – A Critical Analysis of Its Impact on Personal and Social Life. *International Journal of Business and Social Science. 2*(14), 222- 228.





Source: wearesocial.com

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



Social media owns you

- **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)**





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

Social Media? Role and Force

2 WHAT

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

3 WHERE

@ **Facebook**

@ **YouTube**

@ **e-Donor System**

@ **Mobile App**

@ **Instagram**

@ **ABO Channel**

Social Media? Role and Force

4 WHEN



Updates!

Urgent Appeals!

Hot News!

Daily Figures!

Social Media? Role and Force

5 WHOM

Blood Donation Supporters

Blood Donors to-be

Regular Blood Donors

Reporters

Youngsters

Social Media? Role and Force

6 HOW



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!

