



## Social Media Toolkit • July 14-27, 2019

### What is *ECHO Donate Life*?

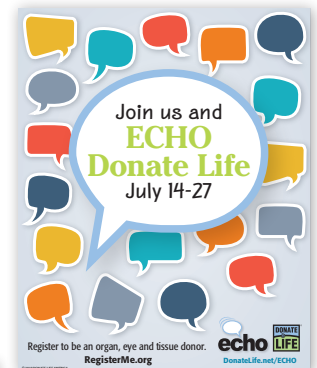
*ECHO Donate Life* was created in 2015 as a collaborative partnership between the Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America (DLA). It is an annual two-week initiative focused on making the Donate Life message one of diversity and inclusion. *ECHO Donate Life* is about empowering multicultural communities to save and heal lives by registering as organ, eye and tissue donors. The goal is to equip people with tools and resources to have meaningful conversations about donation and transplantation. People's voices have the power to help others and foster community by sharing the decision to register with family, friends, neighbors and coworkers.

For 2019, join us in using social media to help multicultural communities understand the importance of organ, eye and tissue donation. Encourage them to *ECHO Donate Life* by registering to be a donor and asking others to do the same.

### Graphics and Resources

The following can be downloaded from [DLACommunity.net](http://DLACommunity.net) and [AMAT1.org](http://AMAT1.org).

- **Facebook** – Timeline Cover Graphic & Post Graphics (English, Spanish, Chinese, Korean, Vietnamese, Tagalog and Navajo)
  - Includes a blank bubble template and an infographic of multicultural statistics
  - Facebook Frame will be available in July
- **Instagram** – Post & Story Graphics
- **Twitter** – Timeline Cover Graphic & Post Graphics
- **Web Banners** – 300x250, 728x90
- **Stories of Hope** – Multicultural Stories & Photos
- **Powtoon Video** (30 seconds)
- **Speech Bubbles with Phrases** (formatted for 8.5" x 11" paper)
- **Infographic Handout** (formatted for 8.5" x 11" paper)
- **Flyers** (formatted for 8.5" x 11" paper)
- **Take-Away Cards** (business card size, formatted for 8.5" x 11" paper)



### *ECHO Donate Life* Boomerang Challenge

AMAT and DLA are challenging social media followers to create and post short, "boomerang" videos on Instagram. The videos should highlight a personal reason why donation is important; get others excited to learn more and register to be a donor; and challenge friends to also post a video to further *ECHO* the Donate Life message.

Learn more and download the graphics from [DLACommunity.net](http://DLACommunity.net) and [AMAT1.org](http://AMAT1.org).



## Social Media Content Calendar Sample

Below is a content calendar sample that utilizes existing materials for this observance. Join us in a coordinated effort to *ECHO Donate Life* across all social media platforms!

DATE	FOCUS	CONTENT	CHANNEL
07/12/19	ECHO Donate Life Kick-Off	Existing graphic + copy "5 ways to ECHO Donate Life"	Facebook Instagram Twitter
07/15/19	What is ECHO Donate Life: ECHO Donate Life Video (Optional) How To ECHO Donate Life	Powtoon video  Existing graphic + copy	Facebook Instagram Twitter
07/16/19	ECHO Donate Life Boomerang Challenge Kick-Off	Existing graphic + copy	Facebook Instagram
07/17/19	ECHO Donate Life Infographic	Existing graphic	Facebook
07/19/19	African American/Black Community – Story of Hope	Alisa, donor sister, & Carey, deceased donor + photo	Facebook Instagram Twitter
	Boomerang Highlight	Re-post a boomerang video	Instagram
07/20/19	African American/Black Community – Story of Hope	TBD	Facebook Instagram Twitter
07/21/19	Asian/Pacific Islander Community – Story of Hope	June, living kidney donor + photo	Facebook Instagram Twitter
07/23/19	American Indian Community – Story of Hope	Hunter, liver recipient + photo	Facebook Instagram Twitter
07/24/19	Hispanic/Latino Community – Story of Hope	Leah, lung recipient daughter + photo	Facebook Instagram Twitter
	Boomerang Highlight	Re-post a boomerang video	Instagram
07/25/19	Hispanic/Latino Community – Story of Hope	Miguel, cornea recipient + photo	Facebook Instagram Twitter
07/26/19	Boomerang Highlight	Re-post a boomerang video	Instagram
07/29/19	ECHO Donate Life Thank You	Existing graphic + copy	Facebook Instagram Twitter

## Implementing *ECHO Donate Life*

AMAT and DLA want to make integrating the *ECHO Donate Life* observance into your organization's current calendar easy and accessible.

1. Decide which social media channels and dates of the *ECHO Donate Life* observance you are participating in.
2. Create a goal for your *ECHO Donate Life* observance. Things to consider:
  - a. Brand awareness and growth
  - b. Generate new contacts, multicultural stories
  - c. Increase supporter engagement (with particular multicultural communities)
  - d. Highlight a new program, event or partnership
3. Review the **Graphics and Resources** and **Social Media Content Calendar Sample** to determine which existing *ECHO Donate Life* graphics and resources you want to use.
4. Determine other, locally-generated content you want to create to use. See **Generating Social Media Content** for ideas.
5. Share the ECHO social media calendar with your PR/Communications team to ensure your content is added to your organization's calendar.

## Generating Social Media Content

There are many ways to generate original and local content for use in your *ECHO Donate Life* social media campaign.

- Ask community members and social media followers to take pictures of the reason(s) why they are registered donors and share them on social media. For example, someone may take a picture of a beautiful landscape and post, "I'm a registered donor to give hope to those in need of a cornea transplant. I want them to see the wonder in the world...ECHO me and Donate Life." Have them tag their friends and encourage them to do the same.
- Print out the ECHO speech bubbles and ask individuals in your community to pose with one to show his or her support for donation. Print empty bubbles, too, so people can write a personal message. Ask members of the media, hospital representatives, government employees, etc. to pose with a speech bubble to generate press and great social media images!
- Promote the *ECHO Donate Life* Facebook Frame to your followers.
- Encourage your volunteers and employees to participate in the *ECHO Donate Life* Boomerang Challenge by posting boomerang videos on Instagram. Have your organization re-post your favorites!
- Use our blank Facebook post graphic to create an ECHO-themed message that is applicable to your state or region. You could also use it to create a message in a language that is common in your local area.
- Host a volunteer training or celebration with the intention of creating short videos (on cell phones!) to speak to different multicultural communities about registering to be a donor. Have your volunteers post these videos to their Instagram or Facebook accounts, or use them on your organization's social media pages.



## Beyond Social Media – Multicultural-Focused Community Events

While the *ECHO Donate Life* observance is focused on social media, there are other in-person ways to celebrate and engage communities during this time.

- Partner with your local DMV or community center to set up a Donate Life photo booth. Encourage participants to post and tag their pictures with #ECHODonateLife.
- Use your voice to *ECHO Donate Life* by arranging an interview with a local radio station to discuss organ, eye and tissue donation.
- Provide take-away cards for your DMV to give out to people who register on one day during *ECHO Donate Life*. Ask them to give the card to someone else and keep the ECHO growing.
- Print *ECHO Donate Life* take-away cards for your staff members and volunteers. Have them hand out the cards to people throughout the day (grocery store clerk, bank teller, mail delivery person, school front office, etc.), and ask the card recipients keep the ECHO going by registering and passing the card along.

