

Living-Donor Liver Transplants:

Social Media

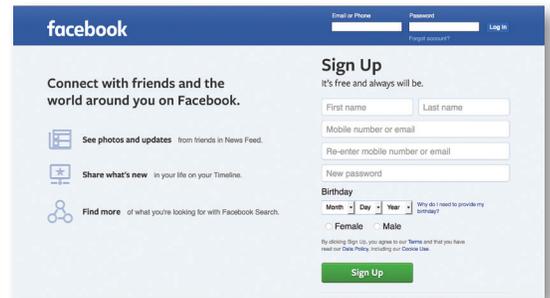
Living-donor liver transplants can be a life-saving option for children on the liver transplant waiting list by allowing them to receive a liver transplant in a timely manner. A living donor for your child may be a parent, sibling, or other relative who is between the ages of 18 and 55 in generally good health. But a donor could also be someone unrelated, such as a family friend, a member of your church, or even someone you haven't met yet.

When a relative or family friend is not a medical match and you are faced with the task of finding a donor for your child, social media can be a helpful resource. The most effective platform with regard to this task – Facebook. By using Facebook, you can share your child's story and connect with those who may be able to help. If you already have a personal Facebook profile, please visit the UPMC & Donate Life: Living Donor Transplant Facebook page. Here, you can learn more about what living donation means and hear the stories of others who have gone through, or are currently going through, the same situation as you and your loved one.

Creating a Facebook Page

If you don't have a personal Facebook profile, you will need to set one up. Creating your own Facebook is simple and free of charge.

1. Go to www.facebook.com.
2. If you see the sign up form, fill out your name, your email address or phone number, a password that you've created and will be able to remember, your birthday, and your gender. If you don't see the form, click Sign Up, then fill out the form.
3. Click Sign Up.

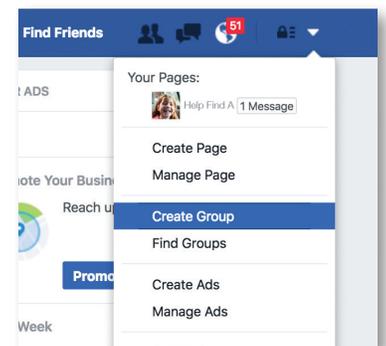


Once you sign up, you'll need to confirm your email address or phone number. Facebook will then send you an email or a text message to confirm your account. After your page is set up, you can begin requesting friends. We strongly suggest you start with, and keep to, family and friends you know and trust.

Creating a Group Page

If you would prefer not to use your personal Facebook page, you can create a group page specifically designed to help you find a living donor for your child. Here's what you do:

1. Click the down arrow in the top right of Facebook and select Create Group.
2. Fill in your group name, those you want to add to your group, and then choose the privacy setting for your group.
3. Click Create.



Making the Group Page Easy to Remember

Once you've created a Facebook group page you can set up an easy-to-remember web address. To create a customized web address for a group you manage:

1. Go to your group and click the ellipses (...) in the top-right corner and then select Edit Group Settings.
2. Next to Web and Email Address, click Customize Address.
3. Enter an address for your group. The address can't have special characters and can only include letters, numbers and a period (.).
4. Click Customize Address. (This will also create a customized email address that matches the web address.)
5. If the address you chose is available, it will become your web and group email. If it's taken, you can choose a different address.



Posting Pointers

The following are a few tips to make your time more manageable and what you say more effective:

- Develop realistic goals for your page.
- Start small or with whatever makes you comfortable, perhaps by posting once or twice a week and build from there.
- Personalize the messages. Write in your own voice so it sounds like it's actually coming from you.
- Check for grammar and spelling. Proof your work before posting it.
- Always keep your posts positive so people stay motivated to help.
- When posting on the page, you should have a clear, concise message as to what you are asking other people to consider. Again, this should all be in your own words, but a rough outline would be:

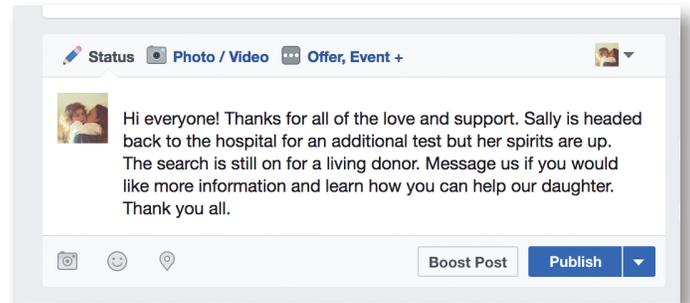


Who: Explain you are making this request for your child.

What: Provide a brief summary of the medical condition that is requiring this transplant.

Why: Offer the reason why a transplant is necessary.

When: Include a sense of urgency as well as how much time a living donor might need to invest.



Recommendations for Security

Remember that your message is going out on the Internet where it will be open to the public. So it's important to be selective as to what you share. Here are some of the things you should avoid posting when using social media:

- Personal phone numbers
- Residential addresses
- Personal email addresses
- Family information
- Any other information that might be considered sensitive
- Inappropriate photos



Remember to be respectful of everyone's right to privacy. If there is any doubt whatsoever about if you should post something or not, always err on the side of caution and do not post.

Digital Resources

While social media is an effective tool for finding information and getting the word out, it's not the only option you have. There are additional digital resources that may help.

These would include:

- UPMC and Donate Life: Living Donor Transplant Facebook page
- CHP.edu/LivingDonor
- The Donate Life America site
- The Center for Organ Recovery & Education (CORE) site
- Email – This can help spread the word through specific people you know. Addressing people through email is a way to guarantee that they'll at least know about your loved one's need.



An additional benefit to using email is that you can create a specific address that directly relates to this journey (example: helprecipientname@_____.com). This can be beneficial in a few ways:

- It helps to keep your personal email account more private. So if you wanted to share the ways in which people can contact you, such as your phone number or your home or business address, this would be a more appropriate place to do so.
- It makes the process more manageable for you by not clogging up your personal or business email inbox.
- It can act as an avenue to and from Facebook.
- It's eye catching and easier for people to remember.
- It creates an "official" appearance.