

# Health-E Facebook

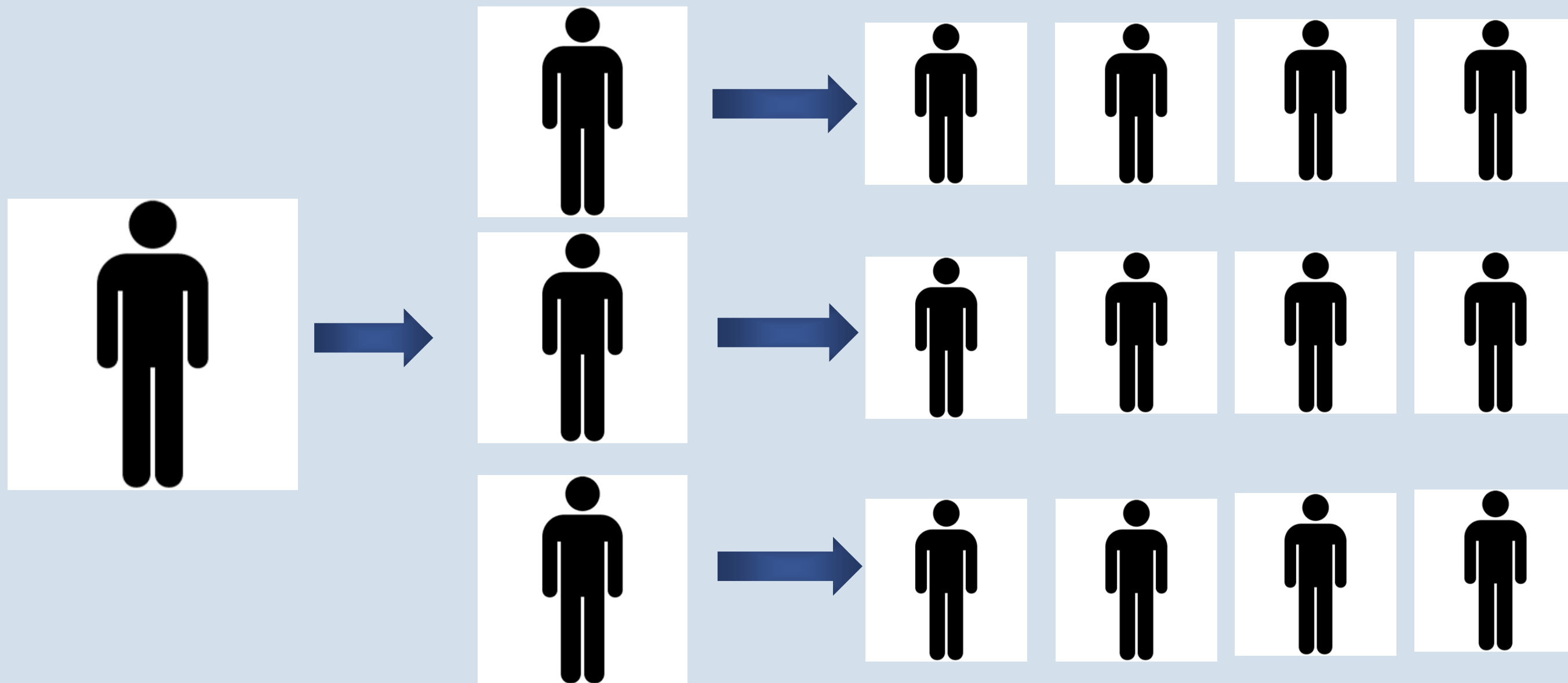
Sarah Wynn-Williams

October 2012

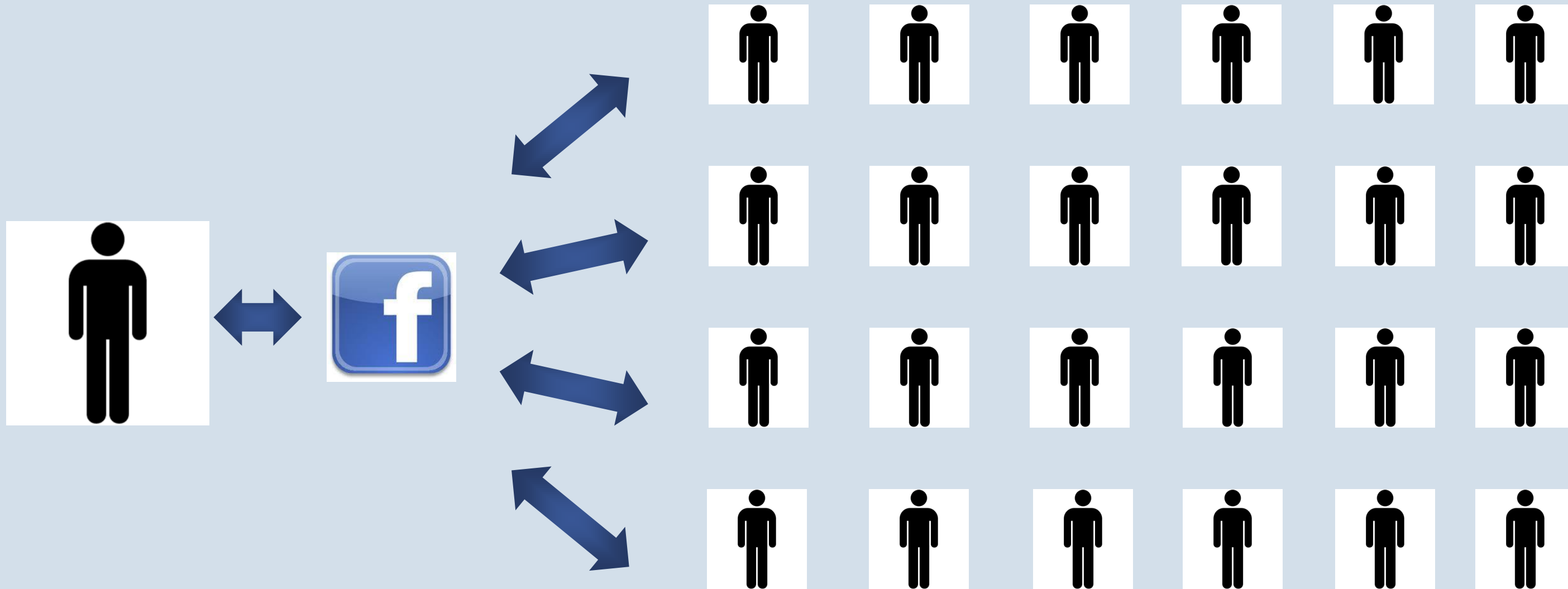


**facebook**

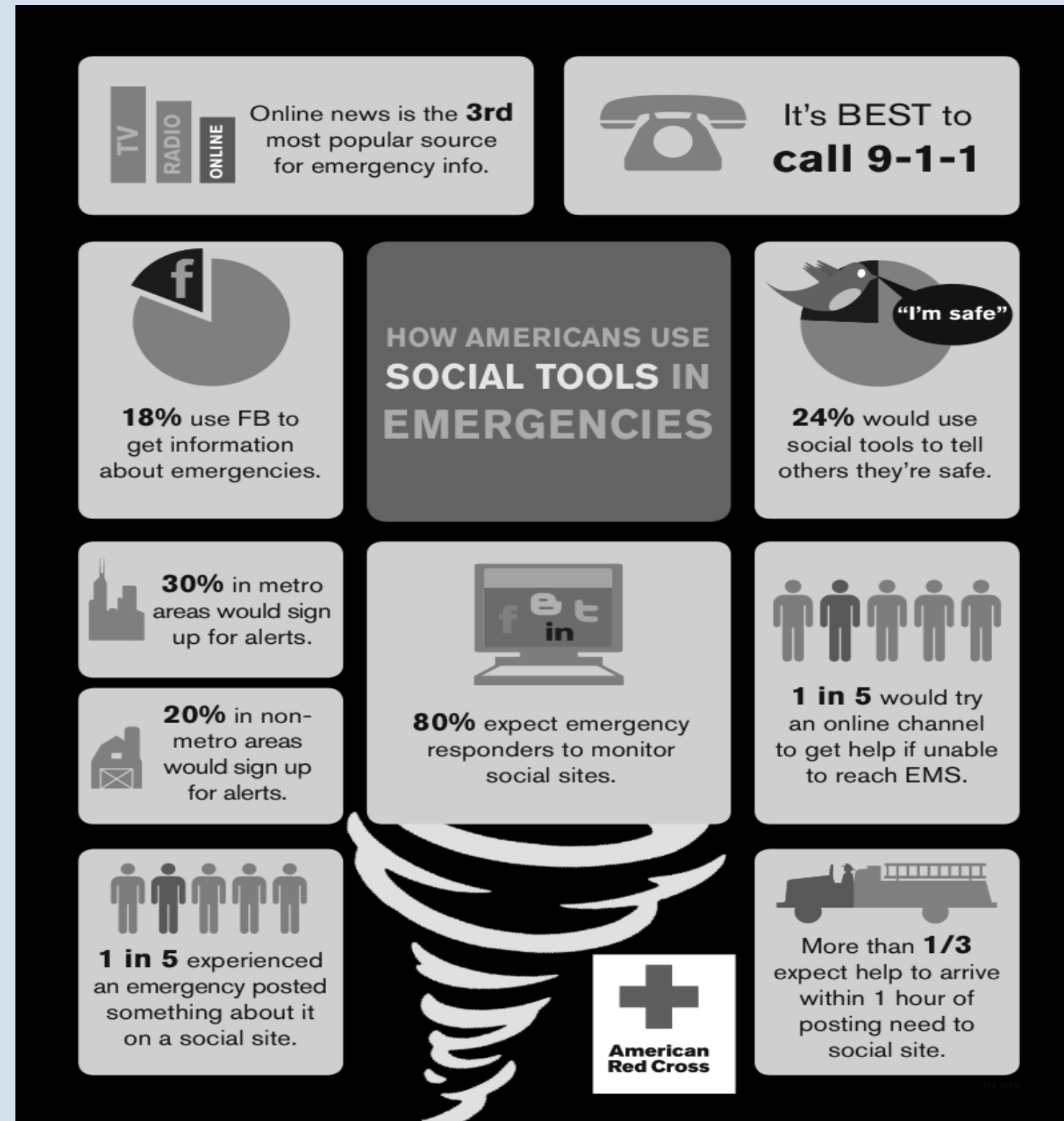
# Communication before Facebook



...And After



# An Increasing Reliance on Social Media



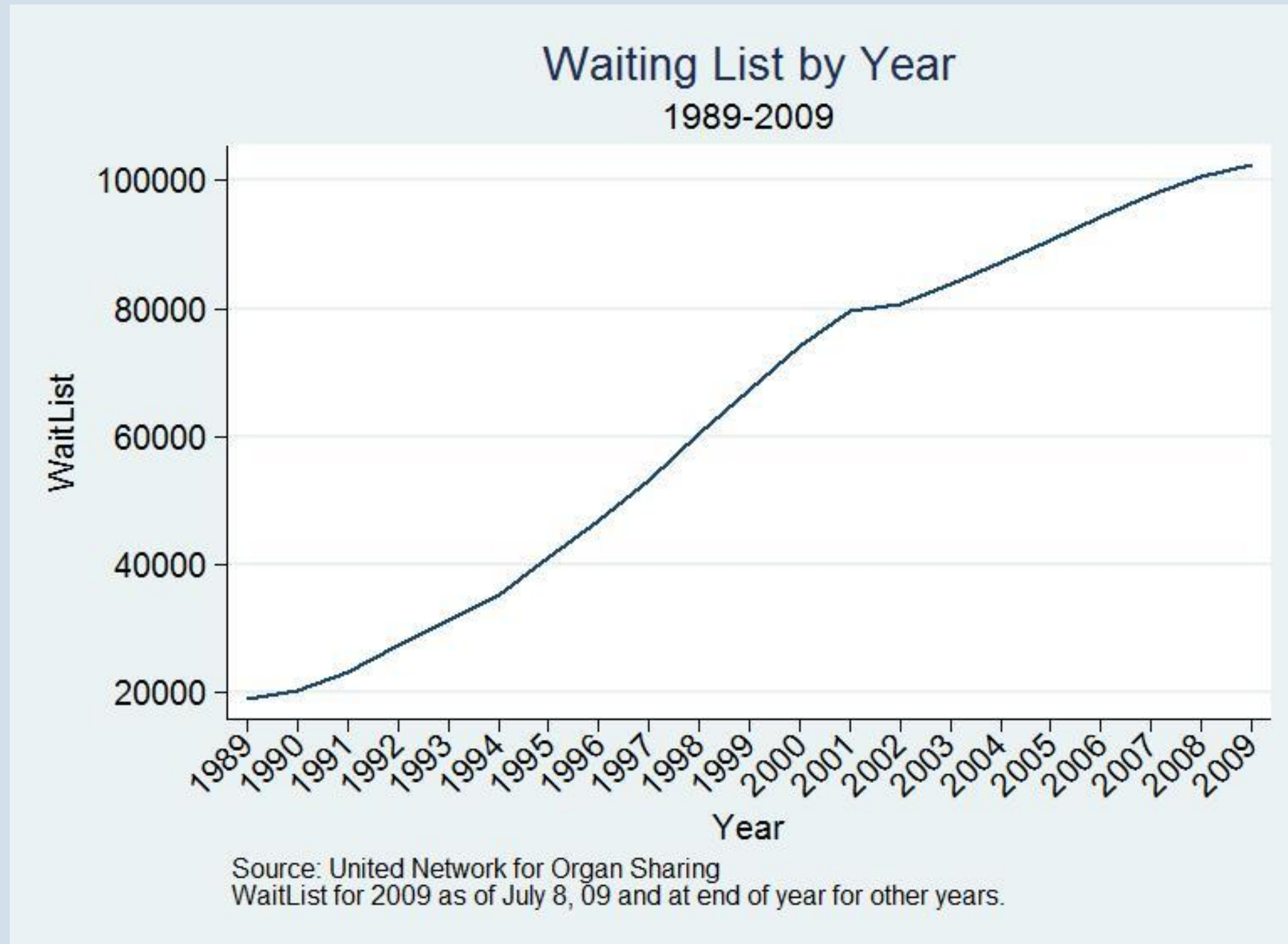
Source: American Red Cross, Summer 2011

# Case Study: Organ Donation

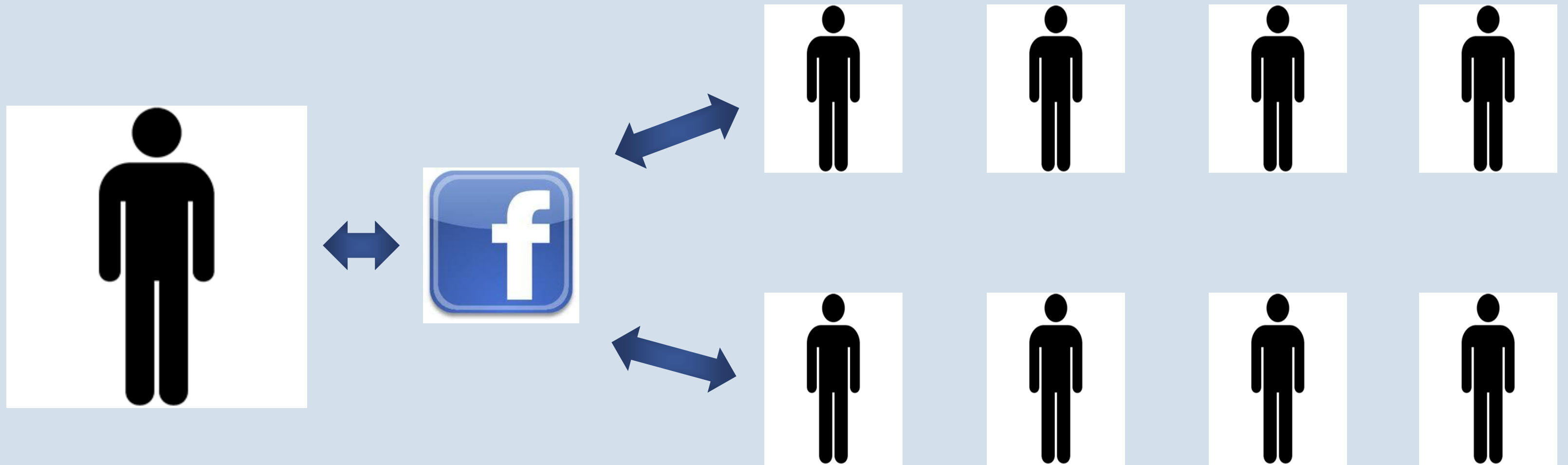


**facebook**

# Organ Shortage



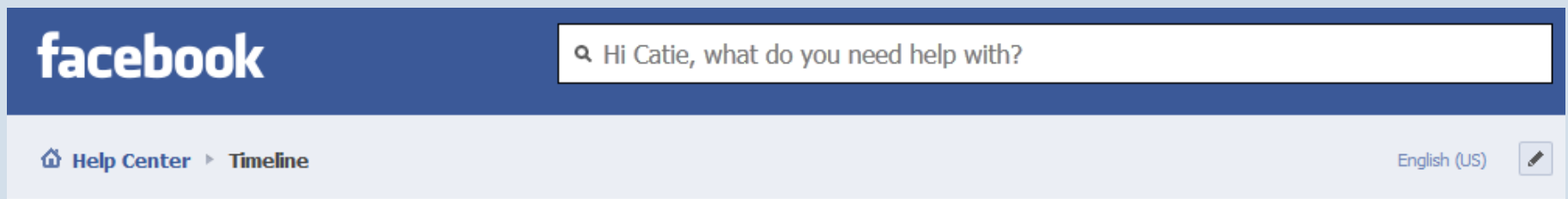
# Connecting Donors to Needful Citizens



▼ **How do I register as an organ donor?**

To become an organ donor, you need to register with the appropriate registry or indicate your intentions formally, depending on where you live. Here are some resources to help you get started:

- Australia
- Belgium
- Brazil
- Canada
- Colombia
- Denmark
- Ireland
- Japan
- Korea
- Mexico
- Netherlands
- New Zealand
- Norway
- South Africa
- Sweden
- United Kingdom
- United States



A screenshot of a Facebook post from the "NHS Organ Donation Campaign". The post features a photograph of five people of diverse ages and ethnicities wearing tan vests with organ illustrations. One man's vest has "Eyes" written on it, and a woman is holding a blue sign that says "donor card". The NHS logo is in the top left corner of the photo. Below the photo is the page name "NHS Organ Donation Campaign" with "79,149 likes · 503 talking about this". There are "Like" and "Subscribe" buttons. Below the page name is a "Government Organization" label and contact information: "Donor Helpline 0300 123 23 23 - Official Page of the NHS Organ Donor Register. To join visit www.organdonation.nhs.uk". At the bottom are navigation tabs for "About", "Photos", "Register Here", and "Real Stories". A blue arrow points to the "Register Here" tab. A "Highlights" dropdown is visible at the very bottom.

**Share Your Organ Donor Status**

**Make it Official**  
You can officially register as an organ donor with the appropriate registry online. [Learn more.](#)

- ▶ [How do I share that I'm an organ donor on Facebook?](#)
- ▶ [How do I register as an organ donor?](#)
- ▶ [Why did Facebook add "organ donor" to the Life Events section of timeline?](#)
- ▶ [How can people find out if I'm an organ donor?](#)

Was the content on this page helpful to you? [Yes](#) · [No](#) [Permalink](#) · [Share](#)



# Facebook Likes to Saves Lives



# Healthy Through Facebook



**facebook**

# Healthy Through Facebook



facebook



**malaria**  
NO MORE  
united kingdom

**Malaria No More UK**  
10,370 likes · 197 talking about this

Like Subscribe

Non-Profit Organization  
Malaria affects almost half of the world's population and claims the life of a child every minute... but with your help, we can make malaria no more.

About Photos Make a donation! Videos

Highlights




**Lupita Foundation | Providing underserved children with clean drinking water**

47 likes · 1 was here

# Healthy Through Facebook

facebook Search for people, places and things



**Healthy Living (Exercise.com)** Go to App Cancel

facebook health



**Healthy Eating Planner** 119,819 likes · 10,431 talking about this

Health/Beauty  
Healthy ideas for amazing people!

119k Likes



facebook Search for people, places and things



**Breast Cancer Awareness** 3,661,904 likes · 1,139,975 talking about this

Health/Wellness  
Click for FREE to fund mammograms @ [www.TheBreastCancerSite.com](http://www.TheBreastCancerSite.com)

45 Friends Like Breast Cancer Awareness

**The Breast Cancer Site** 5 friends also like this.

**The Pink Ribbon** App Page

**Pink Ribbon App** 1 friend also likes this.

Post Photo / Video

Write something...

**Breast Cancer Awareness** shared a link. 9 hours ago

Not every woman is the same, so why should every breast cancer patient be treated the same?

~ LIKE if you agree!

Watch as Dr. Hoda Anton-Culver explains the importance of tailoring each breast cancer patient's treatment to her personal needs.



**facebook**