



**Our
Blood
Institute**

Social Media Ambassador Handbook

Updated February 2023

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www.obl.org



Hey there, welcome to Our Blood Institute!

We're thrilled you've signed on as a volunteer with our team as a **Social Media Ambassador**.

Did you know...

- ? Every two seconds someone needs blood?
- ? Blood is a product that has no substitute and must be donated by volunteer donors.
- ? It takes approximately 1,200 units of blood each day to sustain our local blood supply.
- ? One donation can save up to three lives!

This is where you come in!

As you know, a Social Media Ambassador is someone who loves and believes in a product (in this case, our mission) and wants to help tell a story, our story, via social media. We want our ambassadors to focus on authentically promoting our mission, share the need for blood donation, and highlight the lives saved by blood donors!

Thank you for agreeing to be an ambassador for Our Blood Institute. We can't wait to see the impact you make through your commitment to sharing our story.

Welcome to the team!

Sundee Busby
Director of Volunteer Services

Who We Are

We have long been a proud example of The Oklahoma Standard in action. While we were founded in Oklahoma City more than 50 years ago and our headquarters remain here, our reach has extended to all corners of Oklahoma and parts of Arkansas and Texas over time.

Now, we are excited to announce that we are unified under one name and thrilled to call ourselves Our Blood Institute. This evolution allows us to join together all parts of our organization, creating an identity that truly embraces our mission. No matter the location, we provide the donor-to-patient lifeline in our local communities.

Our Blood Institute is the sixth-largest independent blood center in the nation, with 16 donor centers in Oklahoma, Arkansas, and Texas. OBI is the nonprofit blood provider for patients at more than 240 hospitals, medical facilities, and air ambulances across all three states.

Our Blood Institute in Oklahoma: OBI has nine donor centers in Oklahoma and provides more than 90 percent of Oklahoma's blood supply to more than 160 hospitals, medical facilities, and air ambulances. OBI's donor centers are located in Ada, Ardmore, Central Oklahoma City, Edmond, Enid, Lawton, Norman, Northwest Oklahoma City, and Tulsa.

Our Blood Institute in Arkansas: OBI has five donor centers in Arkansas and provides blood products for patients in more than 40 Arkansas hospitals, medical facilities, and air ambulances. OBI's donor centers are located in Fort Smith, Hot Springs, Little Rock, North Little Rock, and Russellville.

Our Blood Institute in Wichita Falls: OBI in Wichita Falls provides blood products for patients in eight hospitals in the Texoma region, including Baylor, Clay, Hardeman, Wichita, and Wilbarger counties.

Our Blood Institute at Coffee Memorial: Coffee Memorial Blood Center is part of Our Blood Institute and is located in Amarillo, Texas. CMBC provides blood to all major hospitals in the High Plains region.

Our mission is to be the donor-to-patient lifeline, providing our communities and medical partners security by meeting transfusion and health care needs.





Goals of the Social Media Ambassador Program

As a Social Media Ambassador, we ask that you help expand our reach to new, relevant audiences and use your word-of-mouth skills to quickly spread our stories across social media and bring in new donors. Finally, demonstrate how blood donation is easy, only takes about an hour, and can make a huge impact!

Guidelines

Each time you post, use the hashtag #OBIBuzz and tag the OBI social media channels.

You can also share OBI and OBI Volunteer Services' social media posts on your pages.

Videos, photos, and going live on your social pages are all acceptable and encouraged!

Please get approval from your local volunteer coordinator or Blair Oakes on the first few posts when you are getting started.

No cursing in any videos or songs you may use.

Do not take and post photos of donors with the needle in an arm.

If you want a donor in the video or photo, please ask for their permission first. Make sure it is before or after they have donated and NOT during the donation.

Please do not interrupt the donor's screening process.

If you show the sign-in table in your photo or video, do not show the sign-in sheet that has the donor names and blood types.

Have fun! Be creative! If you are unsure about something being factual or if you should post, your volunteer coordinator can always assist you.

If someone direct messages you and you are unsure of how to respond or what the answer is, please reach out to a member of our volunteer services team.



Commitment

We ask that all Social Media Ambassadors make at least a six-month commitment to our team. Ideally, we would ask that you post on average twice a week, but more is acceptable and encouraged!

Recording Your Time

You will be responsible for keeping track of your time and reporting it to your local volunteer coordinator. This can be done via the weekly time sheet located on the [Google Drive](#). Remember, you can count your time spent setting up your social media accounts, researching facts, learning about OBI, driving to and from a blood drive, and more. Anything you are doing to learn about and/or to promote OBI is considered volunteer time. It's more than just the time you spend posting.



Reporting Structure

Your direct line of contact should be with your local volunteer coordinator at the donor center near you. Your coordinator will work closely with you and assist in developing the relationship between you and OBI!

The volunteer coordinator will provide your onboarding training and assist with ideas for local content regarding blood drives and local needs. You will report your time to the volunteer coordinator every month, using the template provided to track your reach, impressions, likes, engagements, and any conversations that you have personally had with your followers.

Also, at any time, please reach out to [Blair Oakes](#) or [Sundee Busby](#) in the Volunteer Services office in Oklahoma City for questions! They can assist with content, ideas, fact-checking, or general help.

Blair Oakes
blair.oakes@obi.org

Sundee Busby
sundee.busby@obi.org



What to Expect

As a Social Media Ambassador, we encourage you to be creative and post things that interest you about being a blood donor, events near you, etc. We will provide resources, including graphics, talking points and more to utilize at your discretion. Occasionally, we will have events, promotions, or campaigns that we need help promoting. In those instances, our team will provide you with the details and graphics to help promote it. Our team may seek ambassadors to attend events as well.

Your Brand

We want our ambassadors to develop an individualized brand that captures their audience's attention. We encourage our ambassadors to utilize our content uniquely or develop their own content.

Resources

[Google Drive](#) – We will regularly put content in here for you to utilize.

Social Media – Our Blood Institute has a main Facebook, Instagram, and Twitter page. Other centers have their own pages, as well. We are transitioning all pages to be Our Blood Institute in _____. For example, Our Blood Institute in Wichita Falls, Our Blood Institute in Arkansas (Facebook has a page for Little Rock and Fort Smith/Russellville), and Coffee Memorial will be Our Blood Institute at Coffee Memorial.

OBI Apparel – We will provide each ambassador a badge, vintage shirts, and other promotional items to wear.

How to find content:

- Go to a blood drive to grab video and photos of staff and donors.
- Use our website www.obl.org to preview upcoming events and campaigns.
- Reach out to your local volunteer coordinator for ideas! They work closely with our recruitment team and can advise you on certain drives that may need extra promotion.
- Use [Google Drive](#) assets, talking points, etc.
- Review our social media content.
- Review other blood centers' content for ideas.
- **Thank the Donor** – Thank the Donor is a program that allows recipients to personally thank donors. These images will be available on the [Google Drive](#) and remember to tag the Facebook or Instagram page.

Facebook: /ThanktheDonor
Instagram: @thankthedonor

Follow Our Blood Institute!





Networking

Social Media Ambassadors will be given opportunities to network with OBI staff and other ambassadors online and through events hosted by OBI. We have a list of other Social Media Ambassadors currently signed on with OBI on the [Google Drive](#). Feel free to give them a follow, and this list will be updated in real-time.

It is recommended to follow our stakeholders, including hospitals, businesses, and other donor groups to share their content as you see fit.

Confidentiality & Non-Disclosure

We are a non-profit organization that aims to remain non-partisan regarding politics, race, religion, etc. If any Social Media Ambassador chooses to align themselves with a topic that the review committee deems inappropriate, we reserve the right to not retain the volunteer in this capacity and/or not repost material.

We reserve the right to review content and request that you remove it from your platforms.

Social Media Ambassadors must receive verbal or written agreement to utilize any donor photos on their social media channels. Ambassadors are to not share any personal information of donors, including, but not limited to, their birth date, confidential medical or health information, medical history, etc.

Tips for Taking Quality Photos [for Social Media]

A picture is worth a thousand likes! So, how can you make sure the photos you post on your social media accounts stand out from the crowd?

1 Clean Your Camera Lens

Smudges can distort your photo and decrease the overall quality.

2 Take Photos Horizontally *not* Vertically

Make sure your picture is in landscape rather than portrait. It is much easier to crop these images and ensure they display properly on all social media platforms.

3 Check Your Lighting

Lighting makes all the difference! If possible, take your photos near natural light. Going outside is a great option, but if you need to take the picture inside, shoot near a window. Put your subject off to an angle and take the photo with your back to the window. If you face the window when you shoot, the picture will be too bright.

4 Don't Zoom In

It is better to get closer to your subject than it is to zoom in. Zooming in can cause the picture to look blurry or grainy.

5 Take Candid Shots

Your subject does not always have to pose. Humanize the brand! One of the best ways to capture an interesting shot is to have fun and take a lot of photos at once. Then pick your favorite of them.

6 Quality and Quantity

The quality of the photos is important but so is quantity to keep engagement. Be diverse in the kinds of photos you post.

7 Use Editing Tools

There are a lot of great tools you can use to enhance your photos. The lighting, the color, etc. Just don't overedit and make it look unrealistic.





Our Blood Institute

Weekly Volunteer Time Sheet

Social Media Ambassador

Volunteer Name: _____

WEEKDAY	DATE	ASSIGNMENT	START TIME	END TIME
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

Additional comments/information: _____



Thank you for volunteering! Please complete the volunteer time sheet so we can record your hours of service and return this completed document to your local volunteer coordinator. If you have questions, email sundee.busby@obi.org

Make OBI's mission
YOUR mission.

Learn more today!



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