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Promoting the NHS Organ Donor Register with Facebook

I am writing to make you aware of an exciting new initiative to raise awareness of organ donation and encourage more people to join the NHS Organ Donor Register (ODR).

Facebook has joined the drive for more organ donors by developing an initiative allowing users to state their intention to become an organ donor and share that choice with others via their profile timeline.

NHS Blood and Transplant (NHSBT), the UK Organ Donation organisation is collaborating with Facebook UK so that in addition to allowing users to share their intentions with friends and family, those who have not yet officially joined the ODR can do so easily using NHSBT's Facebook registration page.

The Timeline tool will provide a platform for those who have decided to donate their organs after death to take the additional step of sharing that choice with family and friends. This is important both for raising awareness of organ donation and the ODR and could also help to increase organ donation rates since family members are much more likely to agree to organ donation if they knew their loved one's wishes.

When a person on Facebook selects the option to add organ donor to their health and wellbeing milestones they will be given a link to our form on our Facebook page to make it official. This form will enable them to join the ODR without leaving the Facebook site.

It is important to note that adding organ donor to the timeline alone will not register a person on the ODR. People will be prompted to follow a link to our form on our page within the Facebook site to make it official. Similarly, the removal of organ donor from the Facebook timeline will not remove an individual from the ODR. NHSBT will have to be notified directly, as is the case with all current registration routes.

Clarity for users on this point will be assured through launch messages and both Facebook and NHSBT supporting materials and FAQs. UK users who click this official registration link will be directed to NHSBT's registration page where they can register without leaving Facebook. The registration mechanism does not involve a third party data transfer – NHSBT's Facebook page allows direct ODR sign-up.

We have contacted a number of organisations and individuals who support organ donation to ask them to help us publicise this new feature with the people they are connected to. I would be very pleased if you would like to help share this news online or through more traditional channels such as newsletters if appropriate.

Facebook users can help by:

- Adding organ donor to their timeline
- Encouraging friends and supporters to add organ donor to their timelines.
- Commenting or liking timeline posts about organ donation in their newsfeed as this will boost their prominence within Facebook.

Thank you for your support

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sally Johnson', with a long horizontal flourish extending to the right.

Sally Johnson

Director of Organ Donation and Transplantation