



# Facebook Blood Donations

Tools for Blood Banks

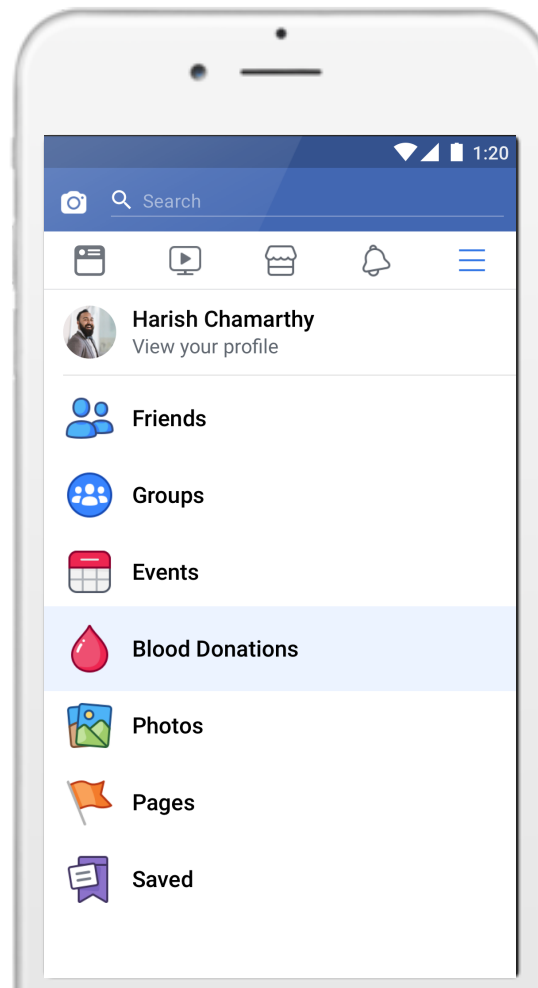
**facebook** social good

# Blood Donations Product on Facebook

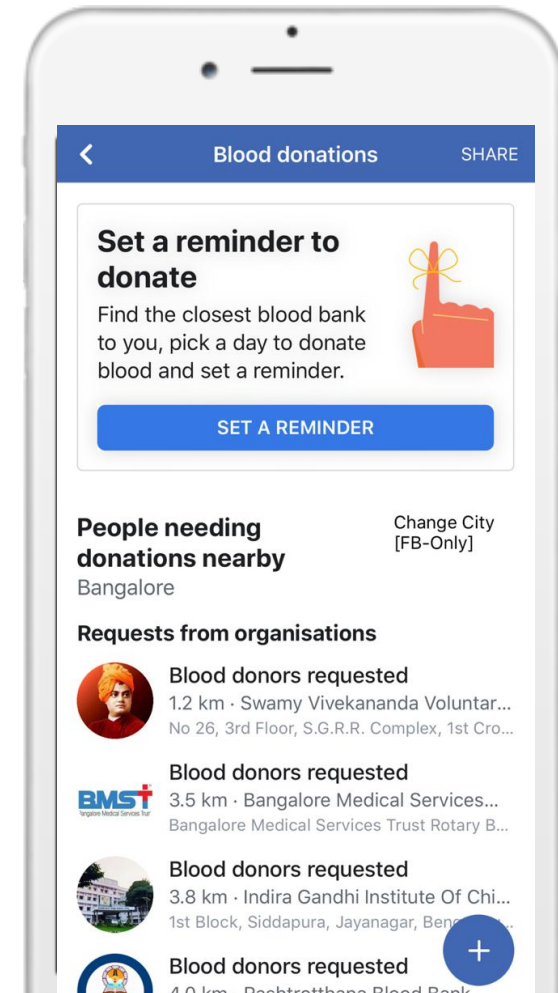


On Facebook, Donors can see Blood Banks near them where they can to donate

I. There is a dedicated home for Blood Donations on FB



II. Donors can see all opportunities





# **TOOLS FOR BLOOD BANKS**

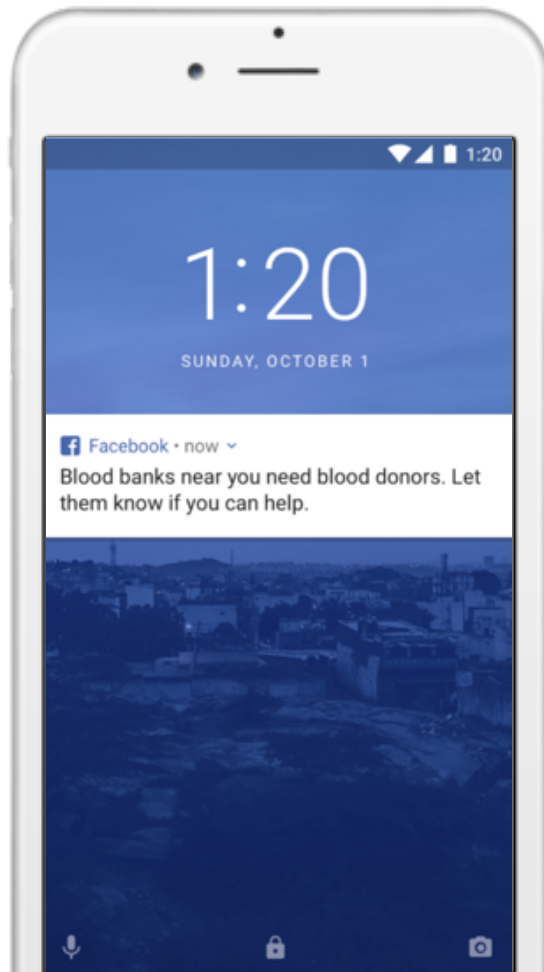
TO HELP MOTIVATE AND ACTIVATE VOLUNTARY DONORS

# Donation Requests

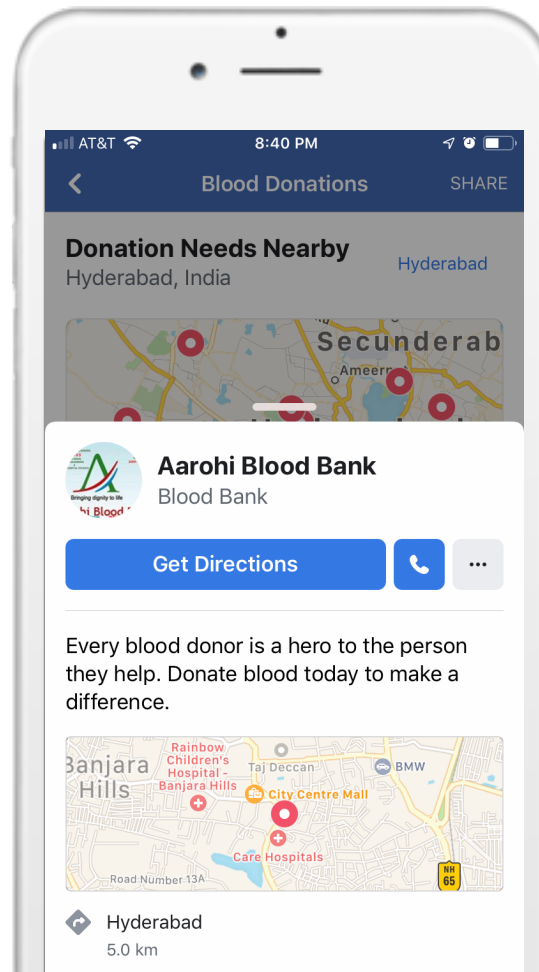


To Recruit Donors & There Are Special Posts For Emergency Requirements

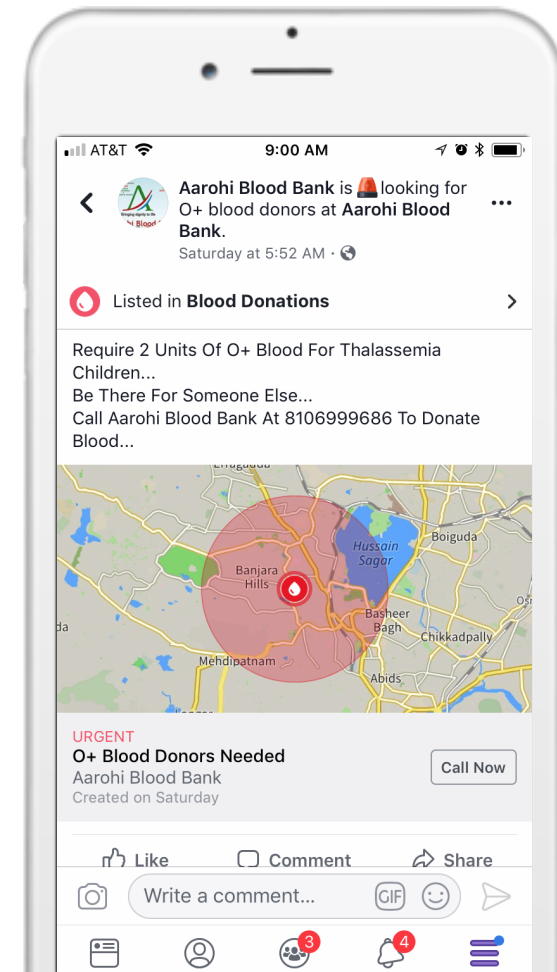
I. Notify Nearby Donors when you need help



II. Provide Info for Donors & Address Enquiries

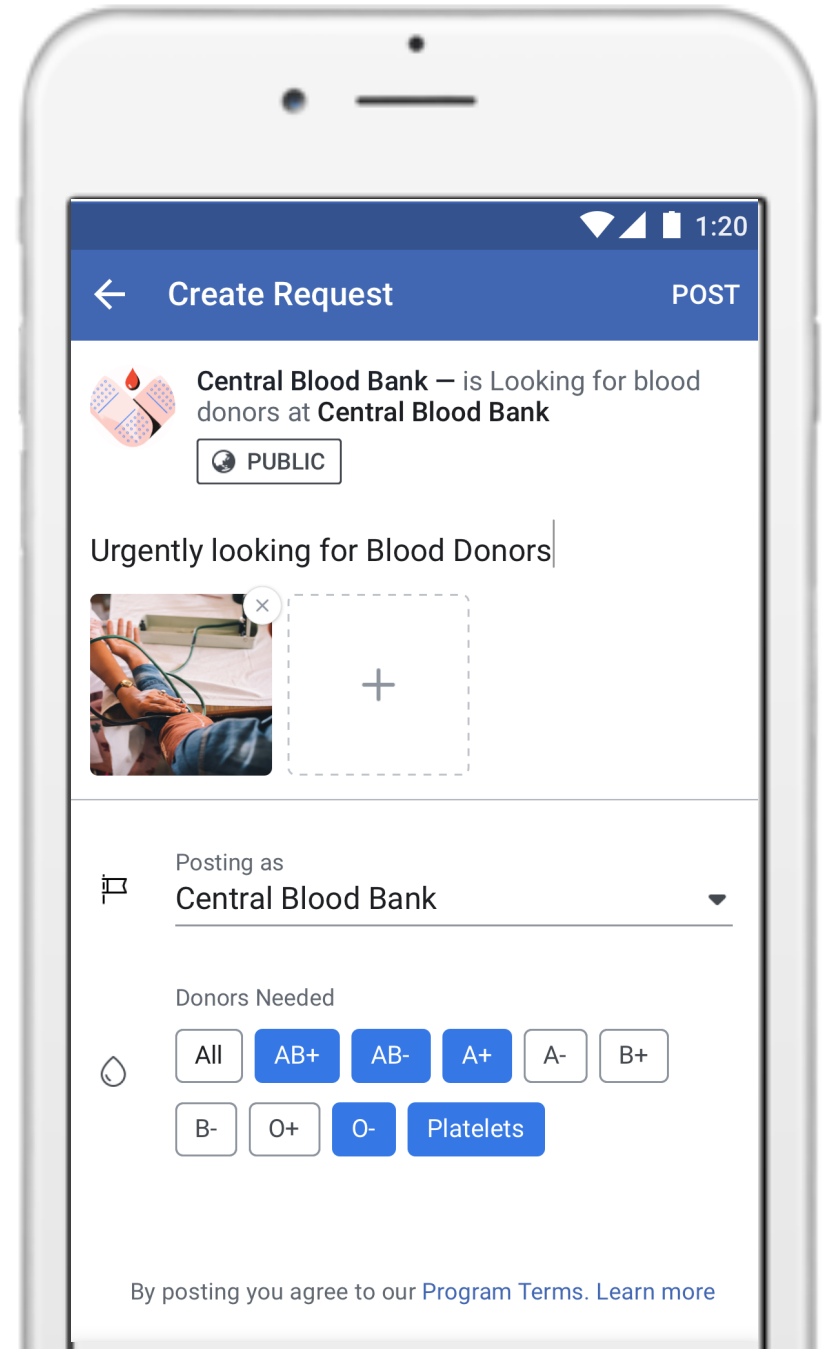


III. Special Posts for urgent needs/requirements



# Specific requests for Donors

You can add Images and multiple blood groups to your request





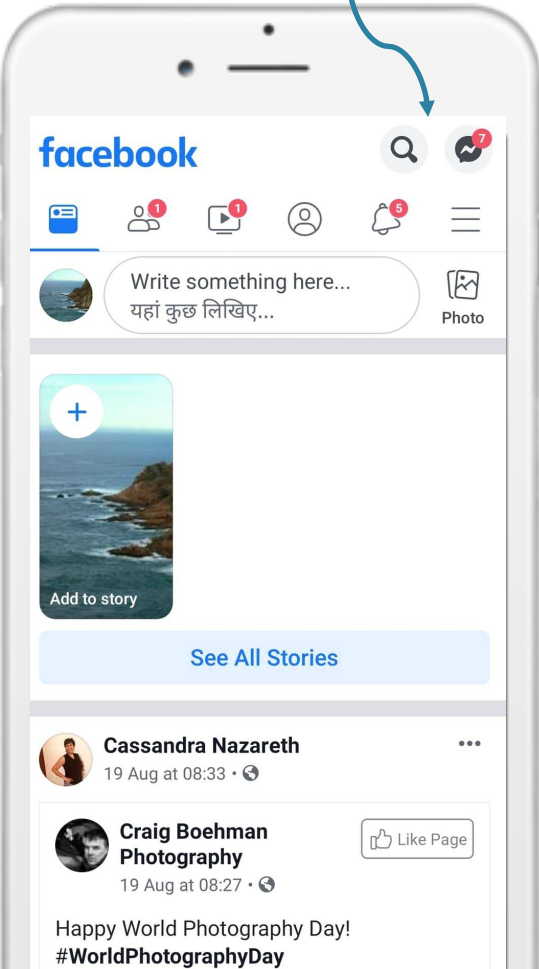
**ONBOARD YOUR BLOOD  
BANK ON THE TOOL**

# Onboarding process

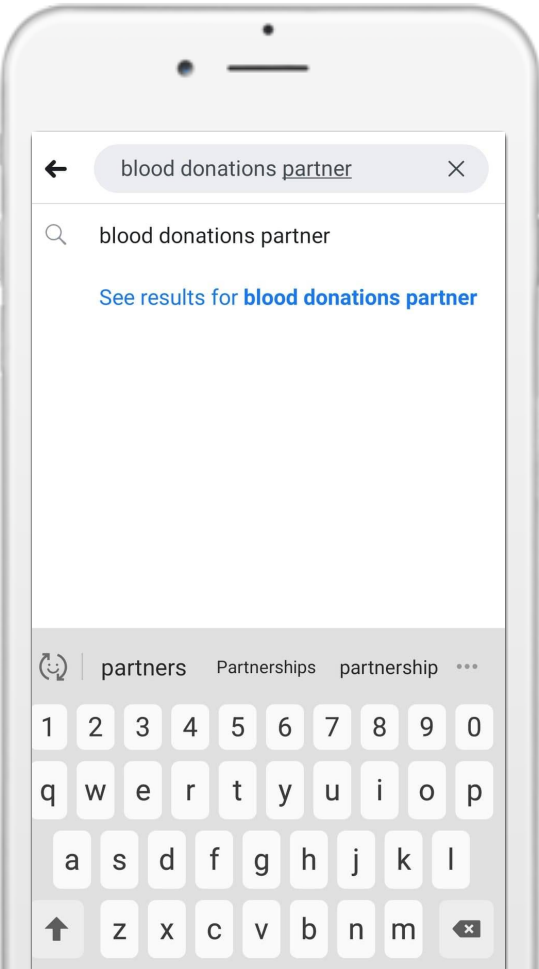


Note: This flow only works on Android phones, as of now

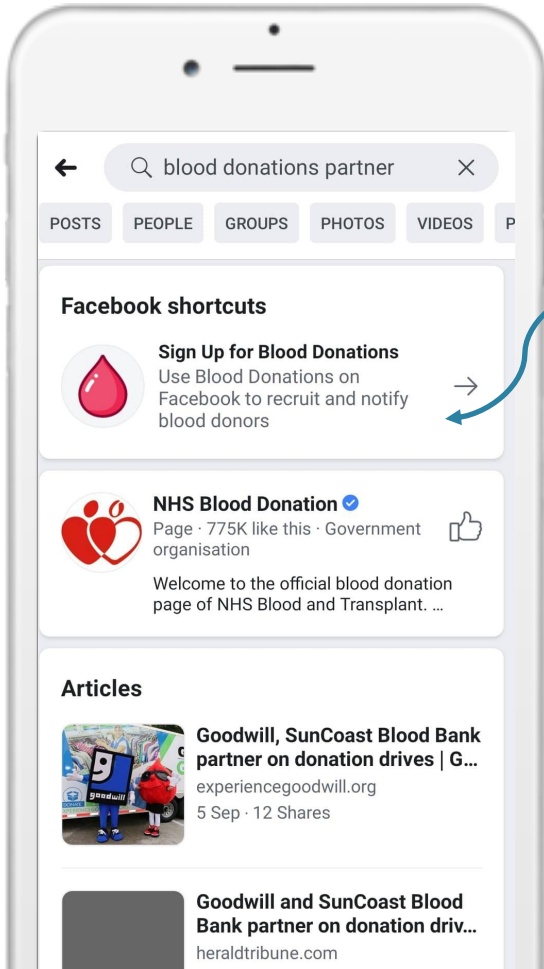
Open your Facebook App and click on search



Search for "Blood Donations Partner"



Once you press enter, you'll see the following page



Click on the option to Sign up for Blood donations





# Blood bank has a Facebook page:

Use this flow. Note: The person filling the form should be an Admin on the page

Add your Blood bank name  
+ fill in your contact info

← Blood donations

**Reach more blood donors on Facebook**  
Add your contact information so someone from Facebook can contact you about adding your blood bank to the Blood Donations feature.

Your name  
[Redacted]

Blood bank name

Blood bank name

Your email address

Your mobile number

Blood bank's website

<http://www.website.in>

**CONTINUE**

By clicking Continue, you agree to be contacted by someone from Facebook

Choose  
“Has a Facebook page”

← Blood donations

**Add a Facebook Page**  
Your blood donation centre needs a Facebook Page to use the Blood Donations feature. Blood donors will use your Page to find out where you're located and when you're open.

My blood donation centre has a Facebook Page

My blood donation centre does not have a Facebook Page

**CONTINUE**

Choose your page  
from the list

← Blood donations

**Find your blood bank's Page**  
Choose your blood bank's Page from the list below or search for the Page's name if you can't see it listed.

[FB-Only] FB Test

Search for a Page

**CONTINUE**

If your page is not showing up, make sure you are an admin on the page before proceeding



# Blood bank does not have a Facebook page:




Use this flow. Note: The person filling the form should be the person who would be using the tool


Add your Blood bank name  
+ fill in your contact info

← Blood donations


**Reach more blood donors on Facebook**  
Add your contact information so someone from Facebook can contact you about adding your blood bank to the Blood Donations feature.

Your name 


Blood bank name

 **Blood bank name**


Your email address



Your mobile number



Blood bank's website

 <http://www.website.in>

**CONTINUE**

Choose “does not have a  
Facebook page”

← Blood donations

**Add a Facebook Page**  
Your blood donation centre needs a Facebook Page to use the Blood Donations feature. Blood donors will use your Page to find out where you're located and when you're open.

My blood donation centre has a Facebook Page

My blood donation centre does not have a Facebook Page

**CONTINUE**



# Fill the details of your blood bank

Check all the details & click on “Submit”

Add your Blood bank details  
+ description

← Blood donations

**Add details about your blood donor centre**  
Details such as location, hours, contact information and images help people get the information they need to come and donate blood at your facility.

Blood donor centre

Blood donation name

Category  
Blood donor centre

Description  
Talk about your blood bank

Location  
Type the address of your blood donor centre here

Blood donor centre contact number  
+91

**SAVE**

By clicking "Save", you agree to the [Facebook Blood Donations Terms](#)

Click on “Save” and you’ll  
see this screen

← Blood donations

**Submitted**

**Blood donation name**

Facebook will review this information and contact you within a few days.

**EXPLORE BLOOD DONATIONS**

Once your Application is submitted, the Facebook team will review it and onboard your Blood bank to use the tool.

Post this, you will get a confirmation email with the next steps

If you have any questions, please reach out to us at [anandishita@fb.com](mailto:anandishita@fb.com)



Thank you!