Facebook Blood Donations

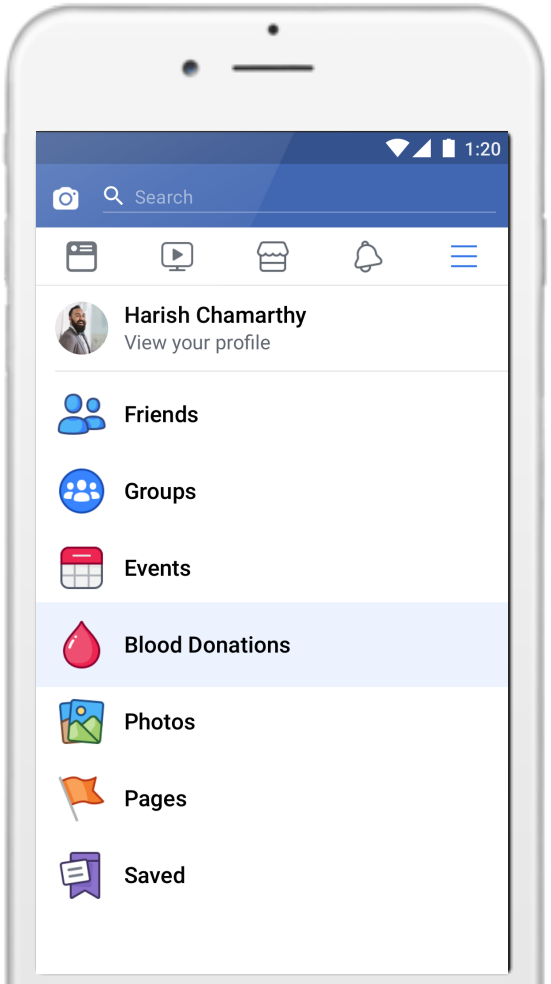
Tools for Blood Banks

facebook social good

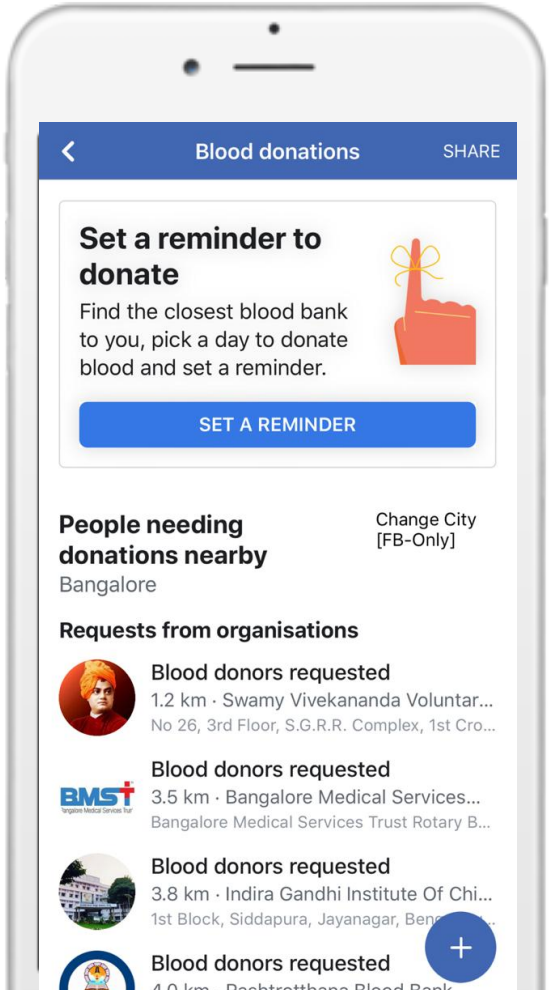
Blood Donations Product on Facebook

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



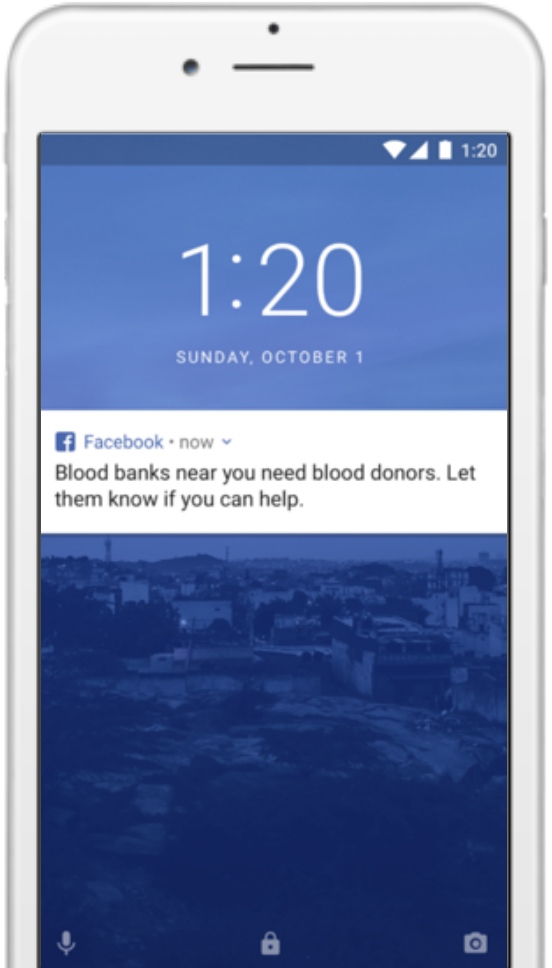
TOOLS FOR BLOOD BANKS

TO HELP MOTIVATE AND ACTIVATE VOLUNTARY DONORS

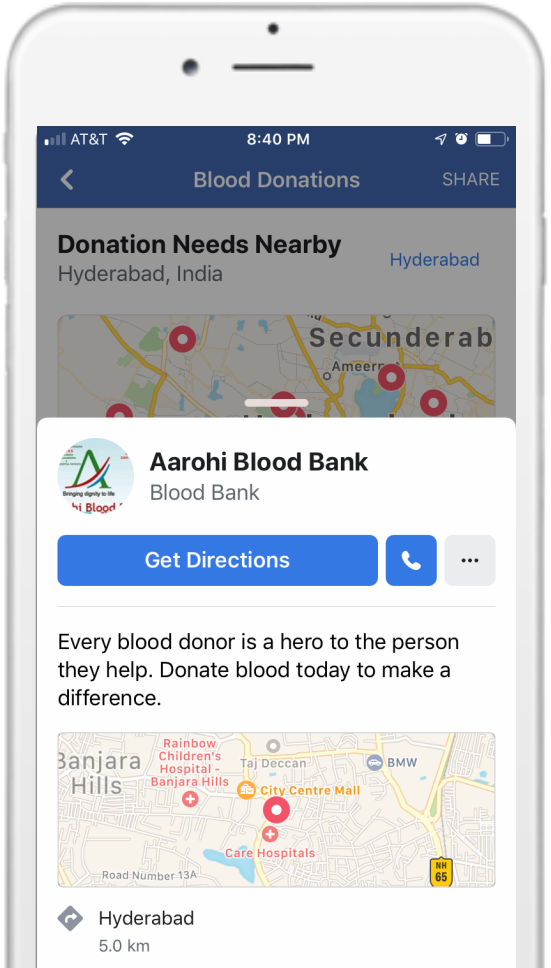
Donation Requests

To Recruit Donors & There Are Special Posts For Emergency Requirements

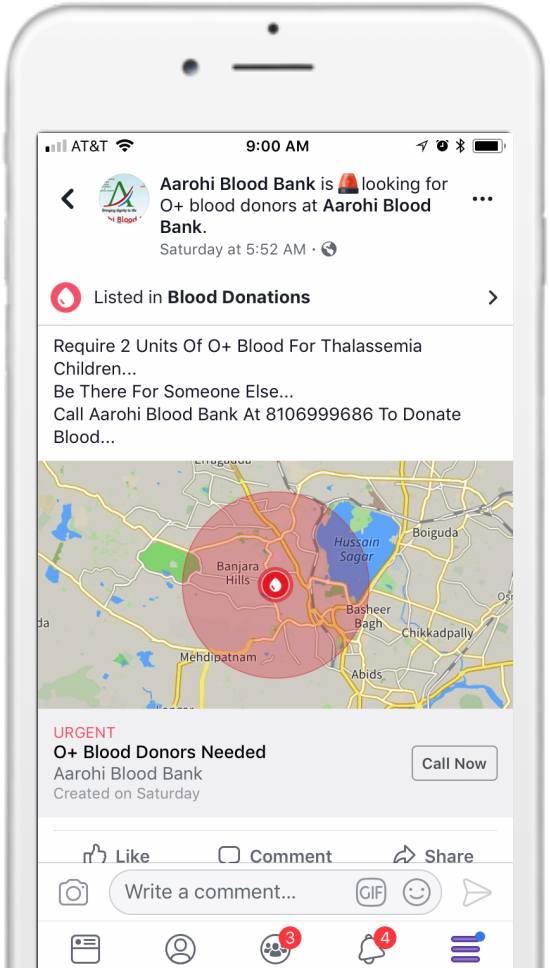
I. Notify Nearby Donors when you need help



II. Provide Info for Donors & Address Enquiries

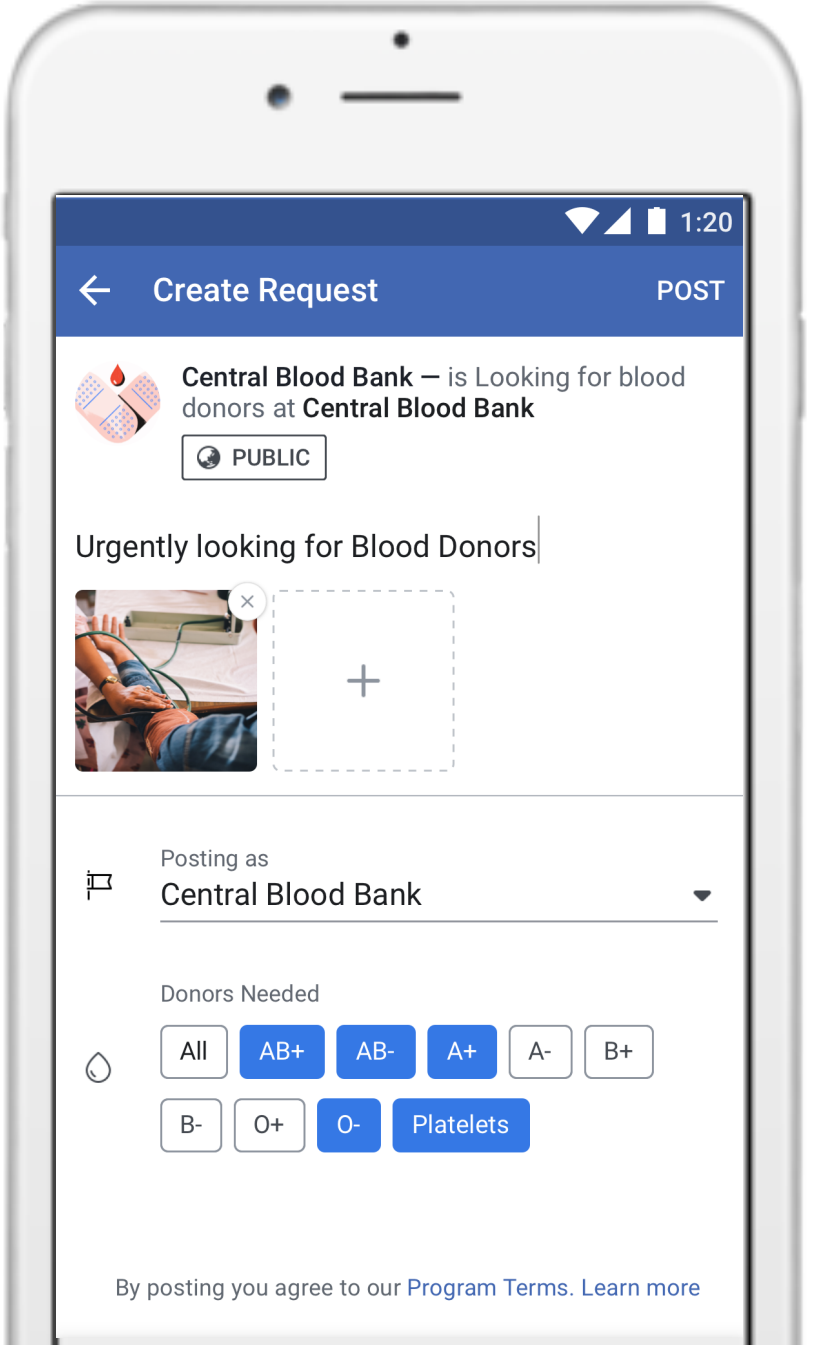


III. Special Posts for urgent needs/requirements



Specific requests for Donors

You can add Images and multiple blood groups to your request

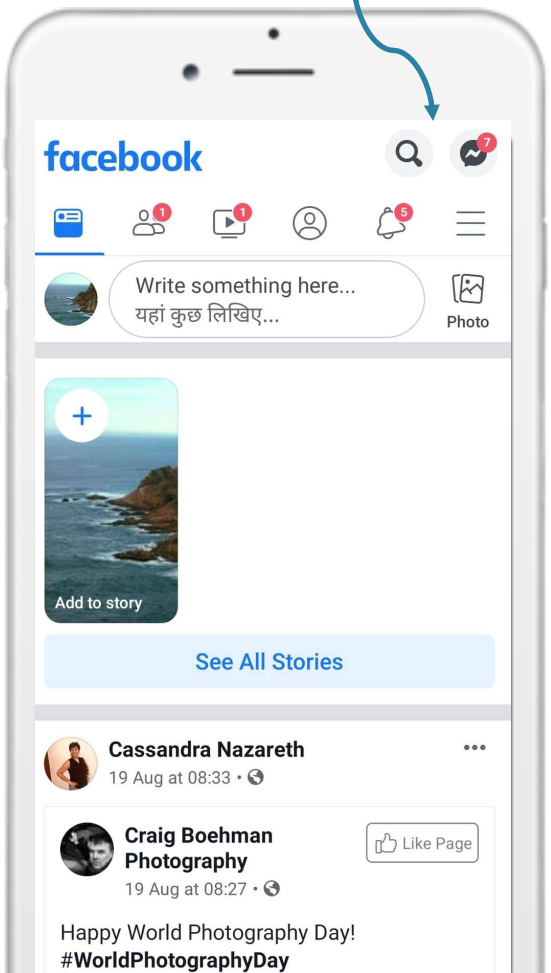


ONBOARD YOUR BLOOD BANK ON THE TOOL

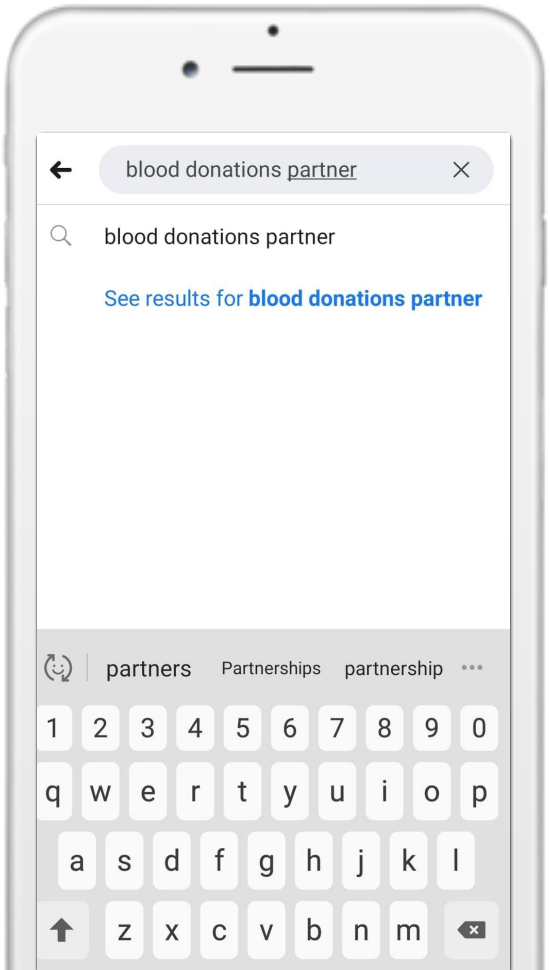
Onboarding process

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

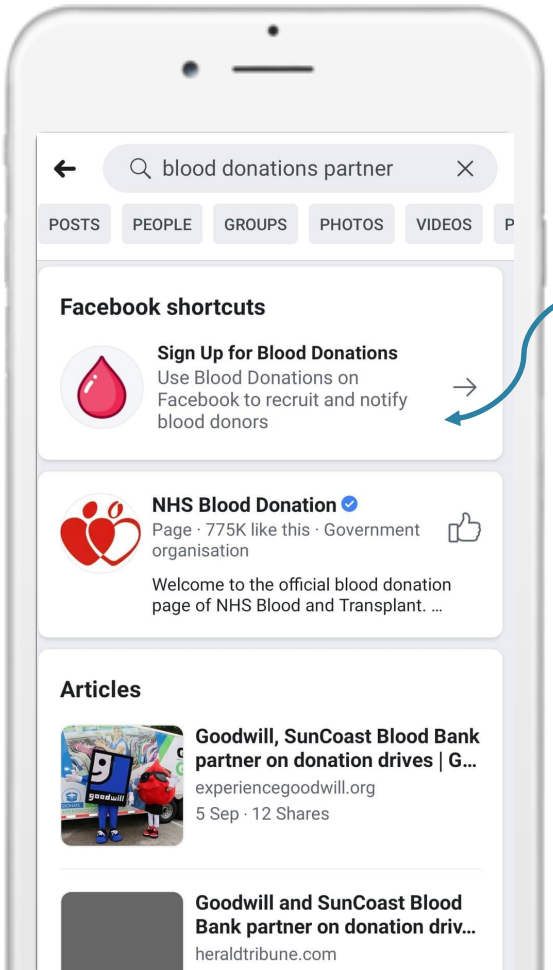
Open your Facebook App and click on search



Search for "Blood Donations Partner"



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

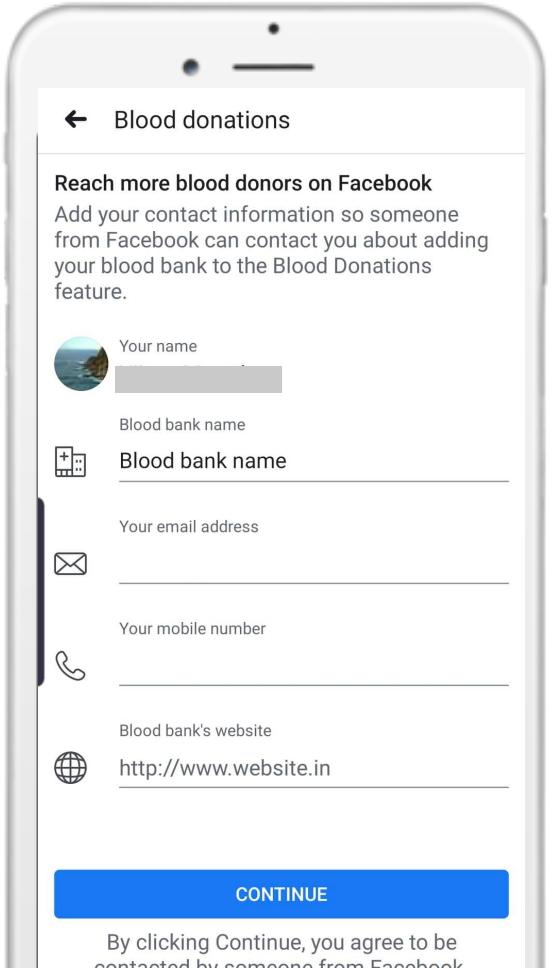


Click on the option to Sign up for Blood donations

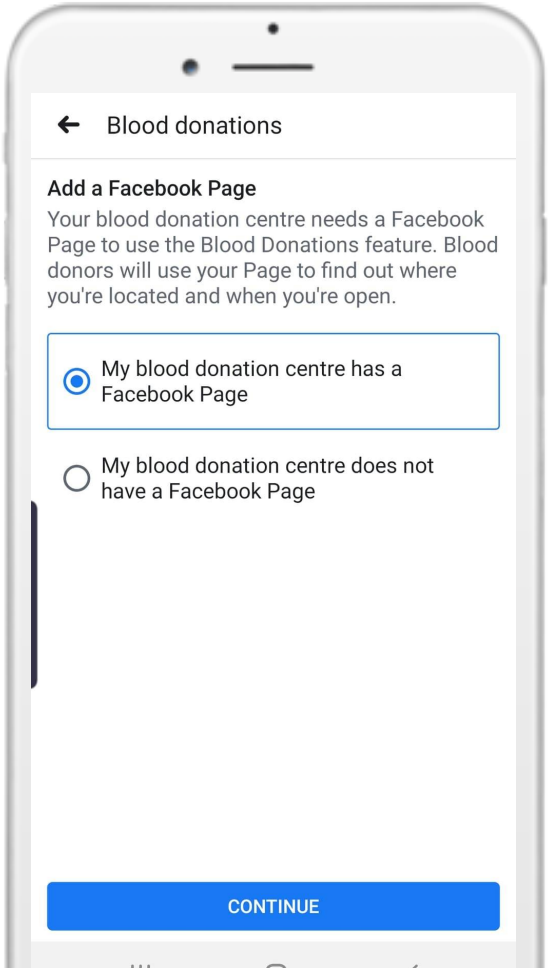
Blood bank has a Facebook page:

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

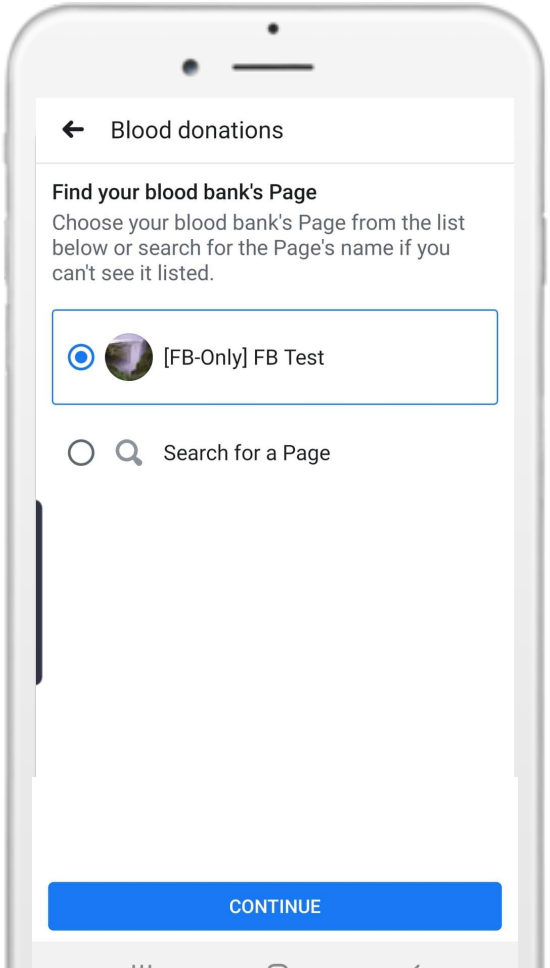
Add your Blood bank name
+ fill in your contact info



Choose
"Has a Facebook page"



Choose your page
from the list

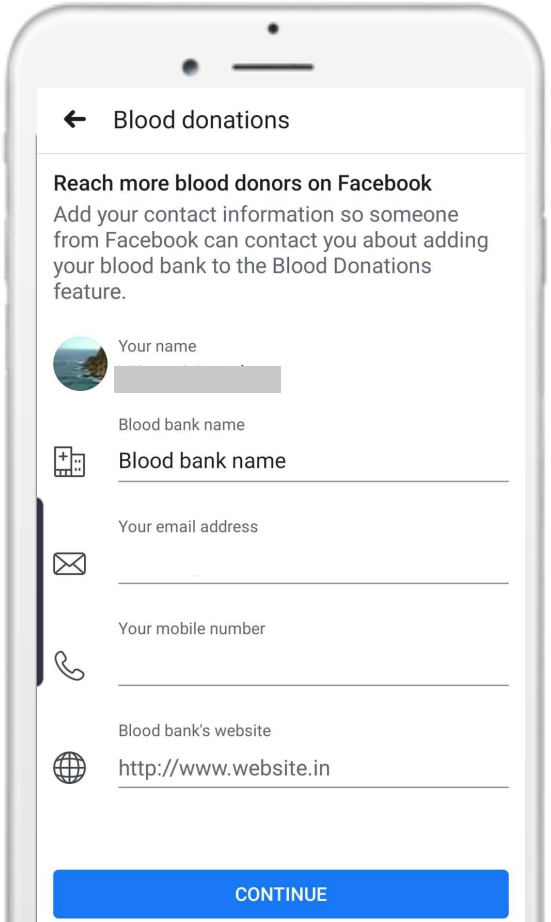


If your page is not showing up, make sure you are an admin on the page before proceeding

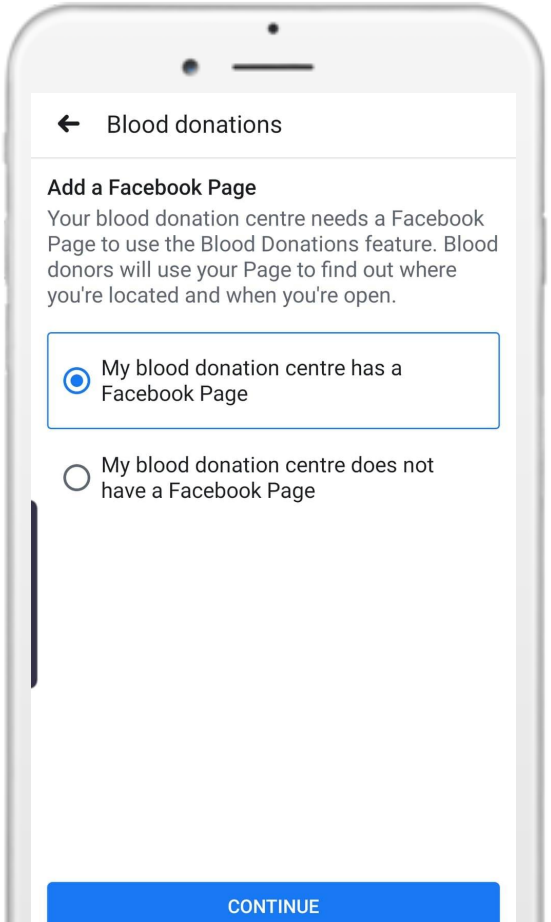
Blood bank does not have a Facebook page:

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



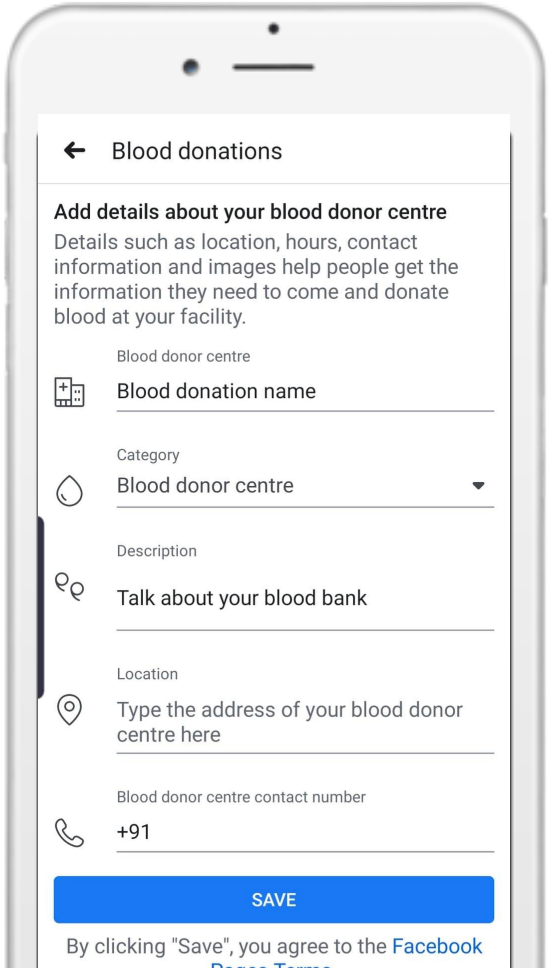
Choose “does not have a Facebook page”



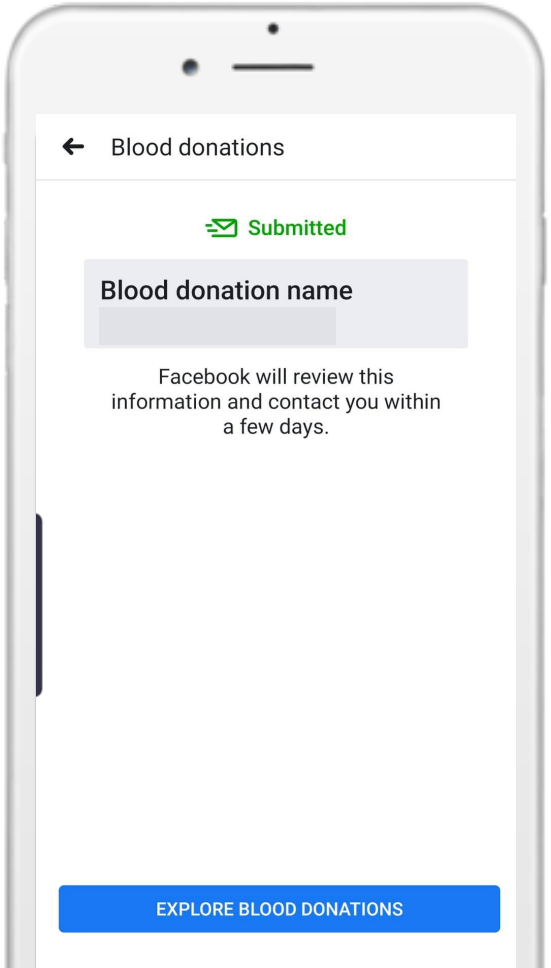
Fill the details of your blood bank

Check all the details & click on “Submit”

Add your Blood bank details + description



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



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

Thank you!

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