

Using Social Media to Find A Living Donor A Step-By-Step Guide



RWJBarnabas
HEALTH

**Cooperman Barnabas
Medical Center**
Living Donor Institute

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About Using Social Media to Find a Living Donor

It is important for you and your loved ones to understand the many benefits of a living donor kidney transplant. There are many options for living donation and many ways to find a living donor.

Individuals may have success in finding a donor when they share their story and need for a kidney donor with friends, family, and the community. In such cases, an individual, or the family members, may consider going to the general public to seek a donor. Some people have shared their story and need for a transplant in local newspapers, and church bulletins, on television, or on the Internet. Many people use social media platforms like Facebook and Instagram to share their story and need for a living kidney donor. In some cases, social media has helped connect patients with living donors.

We created this guide to provide you with step-by-step instructions on how to setup email and social media accounts for Facebook, Instagram and LinkedIn, use suggested posts and templates and make it simple to personalize and share your story.

While public pleas and use of social media are becoming more common, they require great consideration and caution. If you plan to use social media to assist you with finding a potential living donor, we recommend that in addition to using this guide that you also let The Living Donor Institute at Cooperman Barnabas Medical Center staff know about your search. We can give you information and guidance and support you with the process.

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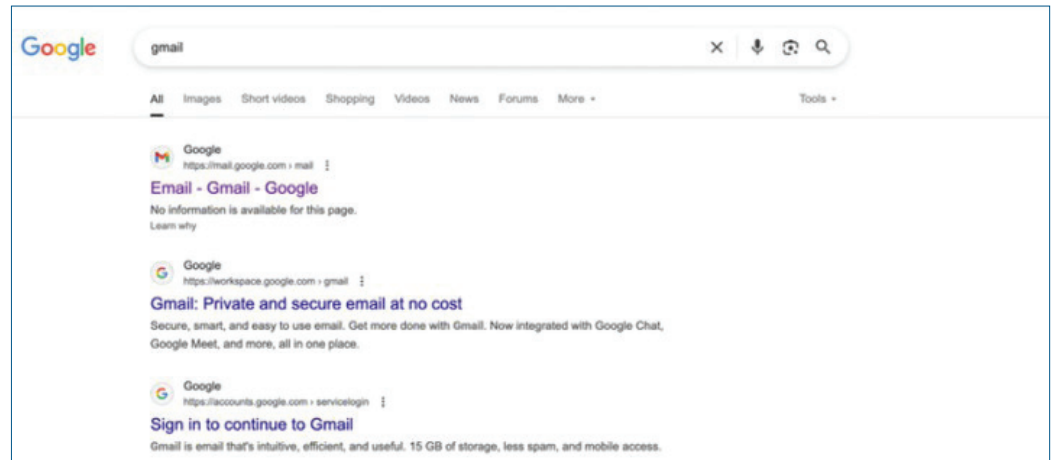
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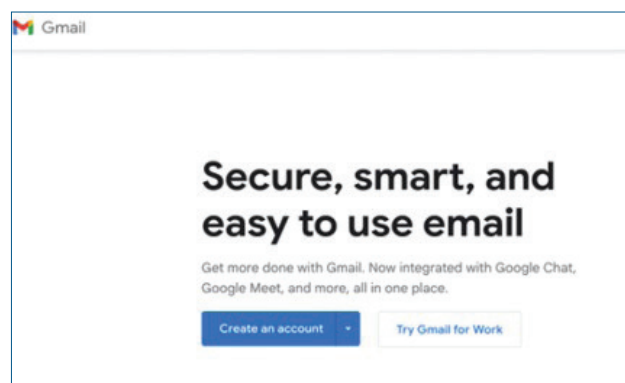
Create a Google Gmail Account on a Computer



1. Go to a web browser and type Gmail [gmail.com]



2. Click “create an account”



3. Enter your name

A screenshot of the 'Create a Google Account' form. The form has a heading 'Create a Google Account' and a subheading 'Enter your name'. There are two input fields: 'First name' with the value 'Jane' and 'Last name (optional)' with the value 'Doe'. A 'Next' button is located at the bottom right of the form.

4. Enter your birthday and gender

The screenshot shows the 'Basic information' step of the Google account creation process. At the top left is the Google 'G' logo. Below it, the heading 'Basic information' is followed by the instruction 'Enter your birthday and gender'. On the right side, there are three input fields: 'Month' with a dropdown menu showing 'October', 'Day' with the number '22', and 'Year' with '2008'. Below these is a 'Gender' dropdown menu showing 'Female'. A link 'Why we ask for birthday and gender' is located below the gender field. At the bottom right is a blue 'Next' button.

5. Choose an email address

The screenshot shows the 'How you'll sign in' step. It features the Google logo and the heading 'How you'll sign in' with the instruction 'Create a Gmail address for signing in to your Google Account'. On the right, there is a 'Username' input field containing 'livingdonortoolguide' and a domain dropdown menu set to '@gmail.com'. Below the username field is a note: 'You can use letters, numbers & periods'. A blue 'Next' button is at the bottom right.

6. Create a password (safely store it)

The screenshot shows the 'Create a strong password' step. It includes the Google logo and the heading 'Create a strong password' with the instruction 'Create a strong password with a mix of letters, numbers and symbols'. On the right, there are two password input fields: 'Password' and 'Confirm', both filled with dots. Below these fields is a checkbox labeled 'Show password' which is currently unchecked. A blue 'Next' button is at the bottom right.

7. Add a recovery email if you'd like (or skip)

The screenshot shows the 'Add recovery email' step. It features the Google logo and the heading 'Add recovery email' with the instruction 'The address where Google can contact you if there's unusual activity in your account or if you get locked out.' On the right is a 'Recovery email address' input field. At the bottom, there are two buttons: 'Skip' and 'Next'.

8. Review your account

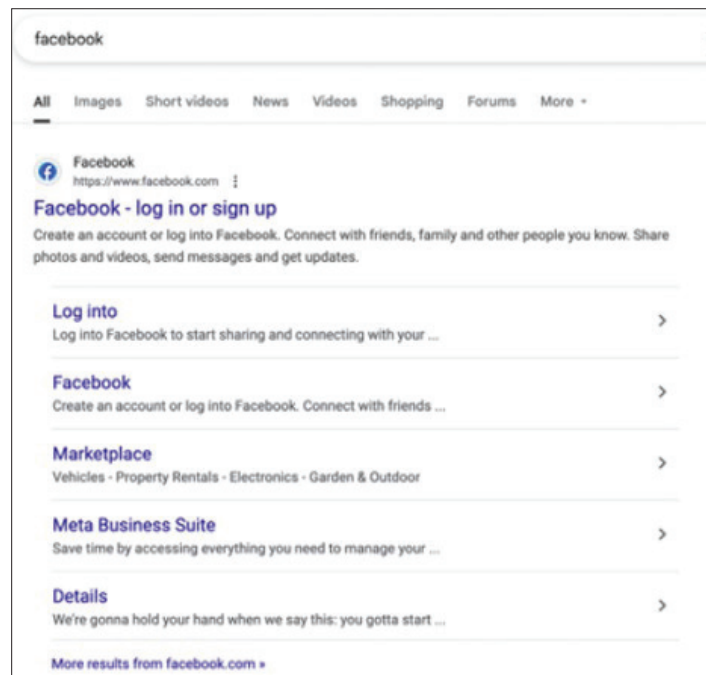
The screenshot shows the 'Review your account info' step. It features the Google logo and the heading 'Review your account info' with the instruction 'You can use this email address to sign in later'. On the right, there is a profile icon (a purple circle with a white 'J') followed by the name 'Jane Doe' and the email address 'livingdonortoolguide1@gmail.com'.



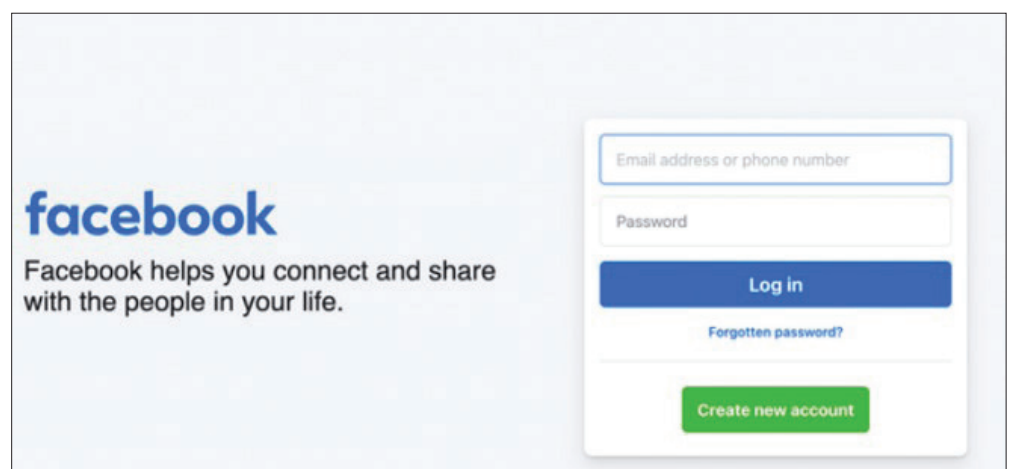
Create a Facebook Account on a Computer



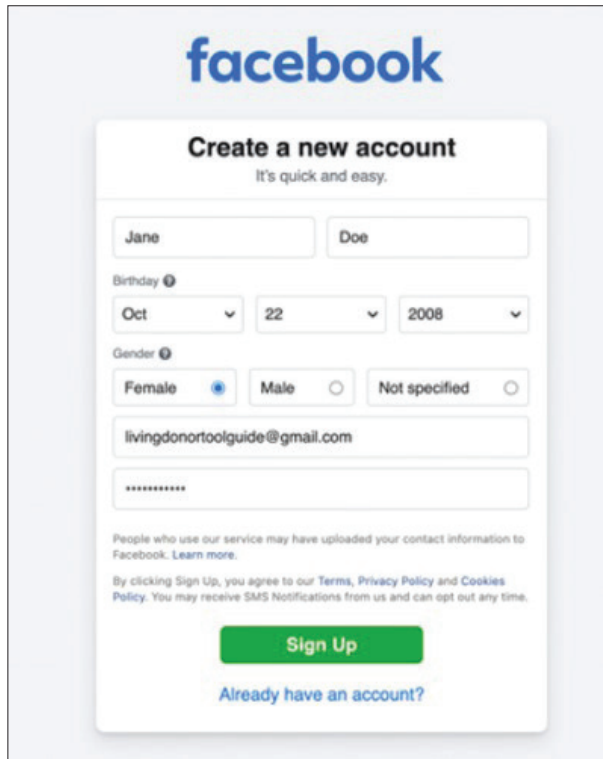
1. Go to a web browser and type Facebook [facebook.com]



2. Click “create new account”



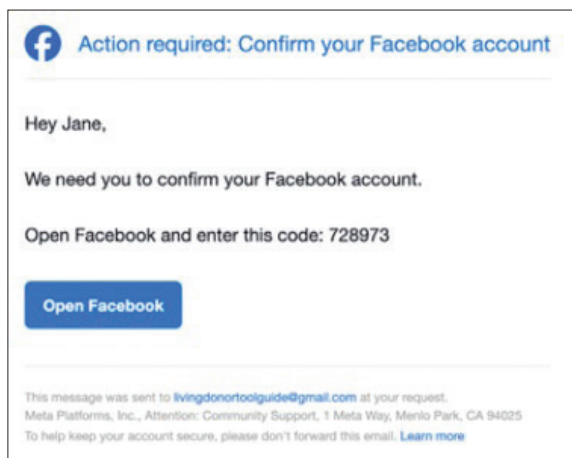
3. Enter your name, birthday, gender, email, and create a password



The image shows the Facebook 'Create a new account' form. At the top is the Facebook logo. Below it, the heading 'Create a new account' is followed by the subtext 'It's quick and easy.' The form fields include: a name field with 'Jane' and 'Doe' entered; a birthday field with 'Oct', '22', and '2008' selected; a gender field with 'Female' selected; an email field with 'livingdonortoolguide@gmail.com' entered; and a password field with '*****' entered. Below the fields, there is a disclaimer: 'People who use our service may have uploaded your contact information to Facebook. [Learn more.](#)' followed by a line of terms: 'By clicking Sign Up, you agree to our [Terms](#), [Privacy Policy](#) and [Cookies](#). Policy. You may receive SMS Notifications from us and can opt out any time.' At the bottom is a green 'Sign Up' button and a link 'Already have an account?'.

4. Confirm your Facebook account through the verification code sent to your email

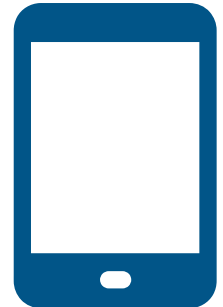
Finish setting up your profile (to post, tap the plus sign)



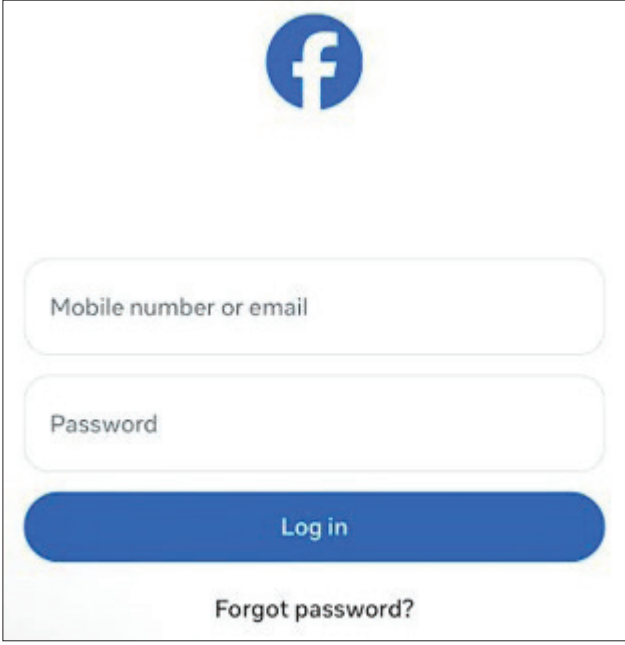
The image shows an email verification message from Facebook. It starts with the Facebook logo and the heading 'Action required: Confirm your Facebook account'. The message is addressed to 'Hey Jane,' and states 'We need you to confirm your Facebook account.' It then says 'Open Facebook and enter this code: 728973'. Below this is a blue button labeled 'Open Facebook'. At the bottom, there is a footer: 'This message was sent to livingdonortoolguide@gmail.com at your request. Meta Platforms, Inc., Attention: Community Support, 1 Meta Way, Menlo Park, CA 94025 To help keep your account secure, please don't forward this email. [Learn more](#)'.



Create a Facebook Account on a Smart Phone

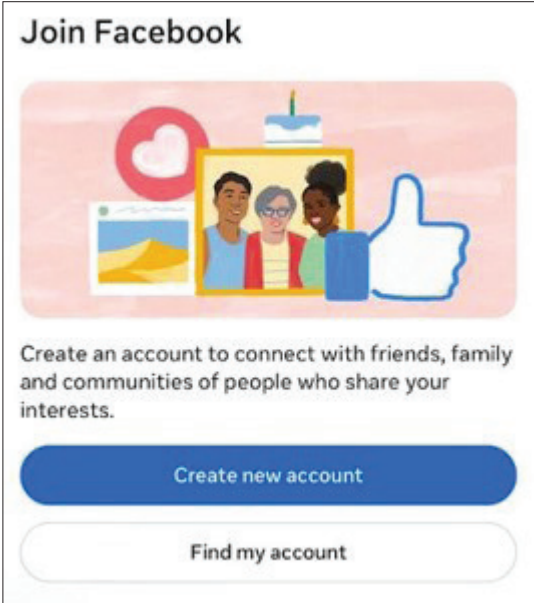


1. Download the Facebook app from the App/Play Store



The image shows the Facebook login interface. At the top is the Facebook logo. Below it are two input fields: "Mobile number or email" and "Password". A blue "Log in" button is positioned below the password field. At the bottom, there is a link that says "Forgot password?".

2. Tap "create new account"



The image shows the "Join Facebook" screen. At the top, it says "Join Facebook". Below this is a colorful illustration featuring a heart, a birthday cake, a photo of three people, and a thumbs-up icon. Underneath the illustration, the text reads: "Create an account to connect with friends, family and communities of people who share your interests." At the bottom, there are two buttons: a blue "Create new account" button and a white "Find my account" button.

3. Enter your name, birthday, gender, and phone number

What's your name?
Enter the name you use in real life.

First name Jane Last name Doe

Next

What's your birthday?
Choose your date of birth. You can always make this private later. [Why do I need to provide my birthday?](#)

Birthday (0 years old)
November 7, 2025

Next

What's your gender?
You can always change your gender selection and who sees it by editing your profile later.

Female ☐

Male ☐

Not specified
You can add a gender of your choice by editing your profile later. ☐

What's your mobile number?
Enter the mobile number where you can be contacted. No one will see this on your profile.

Mobile number [REDACTED]

You may receive WhatsApp and SMS notifications from us. [Learn more](#)

Next

4. Confirm your Facebook account through the verification code sent to your phone

Enter the confirmation code
To confirm your account, enter the 5-digit code we sent to [REDACTED].

Confirmation code 78279

Next

I didn't get the code

5. Create a password

Finish setting up your profile (to post, tap the plus sign)

Create a password
Create a password with at least 6 letters or numbers. It should be something others can't guess.

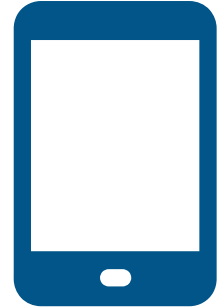
Password [REDACTED]

☒ Remember login info. [Learn more](#)

Next



Create an Instagram Account on a Smart Phone



1. Download the Instagram app from the App /Play Store

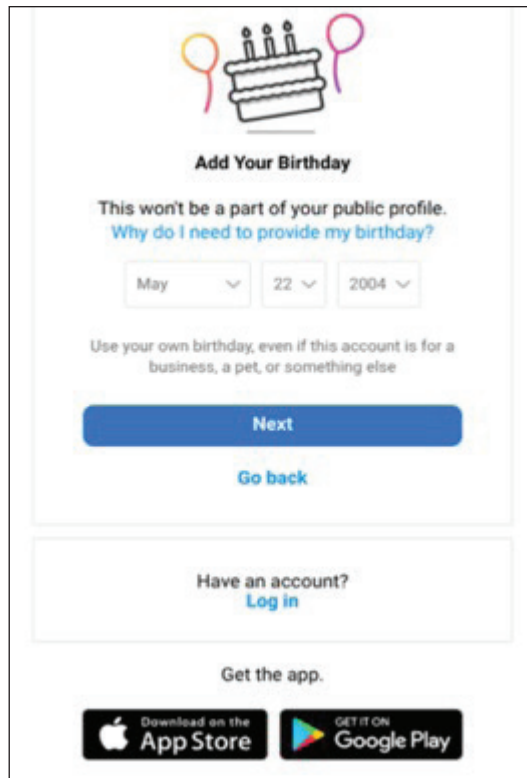


Log in with Facebook or tap “sign up”

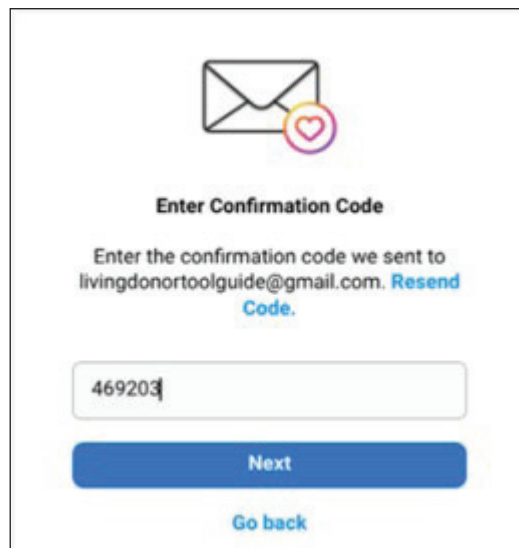
Enter your email or phone number, password, name, and desired username

The image shows the Instagram sign-up interface. At the top is the Instagram logo and the text "Sign up to see photos and videos from your friends." Below this is a blue button labeled "Log in with Facebook". Underneath is the word "OR". The sign-up form consists of four fields: "Mobile Number or Email" with the value "livingdonortoolguide@gmail.com", "Password" with a masked value and a "Hide" toggle, "Full Name" with the value "Jane Does", and "Username" with the value "janedoes86". Below the username field are two suggested usernames: "janedoes86" and "janedoes194". At the bottom of the form is a blue "Sign up" button. A disclaimer at the bottom states: "People who use our service may have uploaded your contact information to Instagram. [Learn More](#)". At the very bottom, it says: "By signing up, you agree to our [Terms](#), [Privacy Policy](#) and [Cookies Policy](#)."

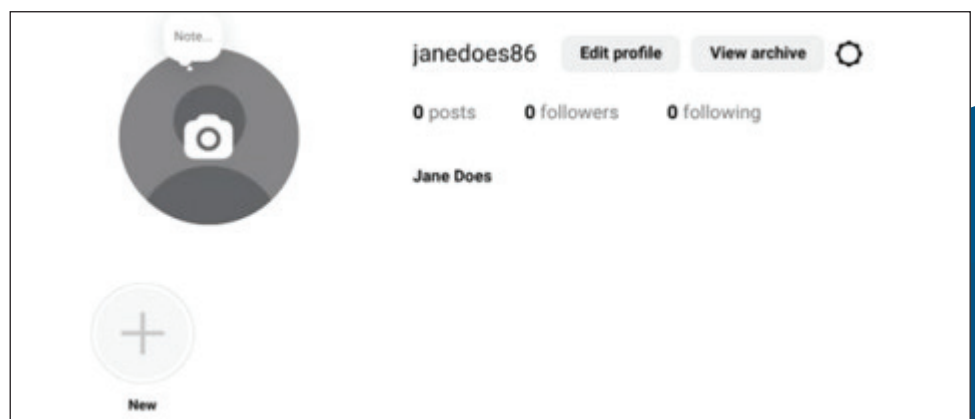
2. Enter your birthday



3. Confirm your Instagram account through the verification code sent to your phone or email



4. Finish setting up your profile (to post, tap the plus sign)

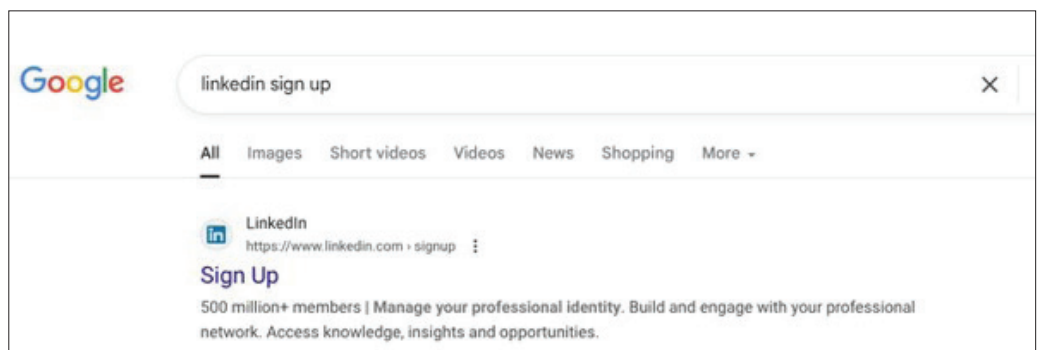




Create a LinkedIn Account on a Computer



1. Go to a web browser and type “LinkedIn” [LinkedIn.com]



2. Click “sign up” and enter your email and create a password

Welcome, Jane! What's your location?

See people, jobs, and news in your area.

Location *

Next

3. Enter your name

This screenshot shows the third step of the LinkedIn registration process. It features an 'Email' input field, a 'Password' input field with a 'Show' toggle, and a checked 'Remember me' checkbox. Below these is a line of text stating: 'By clicking Agree & Join or Continue, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy'. At the bottom is a large blue button labeled 'Agree & Join'.

4. Enter your location

Enter your answers
to other questions

This screenshot shows the fourth step of the LinkedIn registration process. It contains two input fields: 'First name' with the text 'Jane' and 'Last name' with the text 'Doe'. At the bottom is a large blue button labeled 'Continue'.

5. Confirm your LinkedIn
account through the
verification code sent
to your phone or email

This screenshot shows the fifth step of the LinkedIn registration process, titled 'Confirm your email'. It instructs the user to 'Type in the code we sent to livingdonortoolguide@gmail.com.' and includes an 'Edit email' link. Below is a verification code input field. A privacy notice states: 'Your privacy is important. We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your preferences anytime.' At the bottom, there is a 'Send again' link and a greyed-out 'Agree & Confirm' button.

6. Finish setting up
your profile

This screenshot shows the LinkedIn homepage for a user named Jane Doe. The left sidebar displays the user's profile card with a plus icon for adding a profile picture, followed by links for 'View all analytics', 'Connections', 'Access exclusive tools & insights', 'Saved items', 'Groups', 'Newsletters', and 'Events'. The main content area features a 'Get set up on LinkedIn' section with a progress indicator (0/3 complete) and an 'Update profile' button. Below this is a 'Start a post' section with options for 'Video', 'Photo', and 'Write article'. The right sidebar shows 'LinkedIn News' with top stories like 'US adds surprise 147K jobs in June' and 'Beef prices spike ahead of July 4th', followed by 'Today's puzzle'.

Sample Email and Social Media Posts

We encourage you to send your draft social media posts, email, and letters to **CBMCLivingDonor@rwjbh.org** before posting. A member of The Living Donor Institute at Cooperman Barnabas Medical Center will review and provide suggestions.

Sample Email

Dear Family/Friends:

I am writing to my family and close friends to let you know that I have Stage 5 chronic kidney disease. Stage 5 means that my kidneys have failed. The kidneys help the body to filter blood and they help to get rid of poisons, salt, and water. Without kidneys that work, people can become very sick.

My doctors have told me that the ideal treatment for kidney failure is a kidney transplant. A kidney for transplant could come from a deceased donor (someone who has died), but I would have to wait about 3 to 5 years, or even longer, for this type of transplant. This would mean that I would probably have to spend years on dialysis, where machines would clean my blood for me. The best type of kidney transplant is a transplant from a living donor and it has the best chance of working for many years. Unfortunately, there are no suitable donors in my immediate family.

During my evaluation at The Living Donor Institute at Cooperman Barnabas Medical Center, I learned that one of the best ways to help myself was to make sure that those closest to me know about my situation. I learned that in the United States, there more than 100,000 people on the waiting list for a kidney. Each year, only about 21,000 of those patients are fortunate enough to get a kidney transplant from someone who has died and donated their organs. I am hoping I will be able to find a living donor so that I can (avoid dialysis or end dialysis) and be transplanted soon so that I may live a longer and with an improved quality of life.

If you would like to learn more about living donation, the staff at The Living Donor Institute at Cooperman Barnabas Medical Center is wonderful and available to talk with you confidentially. The Transplant Center staff can talk with you about what is involved in the living donation process and answer any questions. For more information about living donation, please call The Living Donor Institute at Cooperman Barnabas Medical Center at 973-322-5346. Calling for information and education does not obligate you in any way. Your call and any information regarding your donation process is strictly confidential, even from me, unless you consent to share this information.

I wholeheartedly appreciate any support that you can offer to me, no matter how big or small. If I can get a kidney transplant from a living donor that would be best for my health and my future. I realize that donating a kidney may not be right for everyone, or it simply might not be the right time. I also know that donating a kidney is a very personal decision that requires education about the risks and benefits and thoughtful consideration and the support of loved ones. I hope that one of my family and friends will be able to help me. Even if you are not interested in becoming a living donor, please share my post with your circle of friends and family. Thank you in advance for your support.

Sample Social Media Posts

LinkedIn

Photo: Use a picture of yourself

Caption idea:

Hi All!

I wanted to reach out to all of you about a personal matter, as I believe in the community and connections we have fostered. I have learned that my kidneys are failing, and I am in need of a living donor. If you or someone you know is willing to learn more about the living donor process, please reach out to me. Even if you are not interested in becoming a donor, please share the message with as many people as possible. I am grateful for any support, whether it is being a donor or spreading the message.

Living donation at Cooperman Barnabas Medical Center is an amazing opportunity for me to recover from my kidney failure quickly. If you are interested in learning more, please visit The Living Donor Institute at CBMCLivingDonor.org or call 973-322-5346.

I am deeply appreciative of everyone in my network, and I thank you all for being by my side to support my journey.

Instagram and Facebook

Photo: Use a picture of yourself

Caption Idea:

- ▶ Write what you want to share about yourself and your journey with needing a kidney transplant.
- ▶ Write anything you feel like would help connect you with other people, along with your thoughts about your condition. Friends and family can also help by sharing your post with their contacts.
- ▶ End by saying you are searching for a living donor to shorten your wait time. For more information, visit CBMCLivingDonor.org or contact CBMCLivingDonor@rwjbh.org or 973-322-5346.



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Living Donor Institute

Our mission: *We are an academic health system,
partnering with our communities to build and
sustain a healthier New Jersey.*