

Online Guide

For Red Cross Partners

Winter 2022 Blood Crisis



The American Red Cross is facing a national blood crisis – its worst blood shortage in over a decade, posing a concerning risk to patient care. The Red Cross urges eligible donors to give blood or platelets now to avoid further delays in vital medical treatments

Help amplify messages from Red Cross social media channels:

Facebook: [American Red Cross Blood Donors](#)

Twitter: [@RedCross](#)

Instagram: [@AmericanRedCross](#)

Local Facebook: [Red Cross Northern California Coastal Region](#)

Local Twitter: [@RedCrossNorCal](#)

Local Instagram: [@RedCrossNorCalCoastal](#)


Post messages on your social media:

The messages and [downloadable graphics](#) below are for use on social networks and may be used to guide online conversations in your own words. Feel free to tag our social media accounts in your posts.



[Multiple sizes](#)

Post 1:

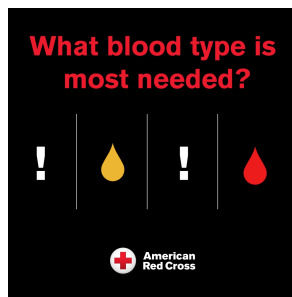
 The Red Cross is facing a national blood crisis. Without more donors, hospitals may have to make tough decisions about which patients receive transfusions & who must wait. You can help. No matter your blood type, your donation is critically needed now: rcblood.org/donate



[Static & animation](#)

Post 2:

The Red Cross – which supplies ~40% of the nation's blood – is experiencing its worst blood shortage in 10+ years & has been forced to limit blood products sent to hospitals. Patient care is at risk! Sign up to give ASAP & help overcome this blood crisis: rcblood.org/donate



[Animation](#)

Post 3:

NATIONAL BLOOD CRISIS: The Red Cross is facing a dire situation & is issuing a plea for donors to give blood or platelets immediately to help overcome its worst blood shortage in 10+ years. Donors of all blood types, especially O, are needed. Sign up now: rcblood.org/donate



The Red Cross has had to **limit blood products** sent to hospitals due to the **shortage**.

[Multiple sizes](#)

Post 4:

What does a Red Cross blood shortage mean? Currently, as much as one-quarter of hospital blood needs aren't being met, and doctors are facing tough decisions about who receives transfusions. You can help overcome this blood crisis – sign up to give ASAP: rcblood.org/donate



[Multiple sizes](#)

Post 5:

The Red Cross is desperately trying to overcome a national blood crisis, and your help is needed immediately. The Red Cross has seen about a 10% drop in the number of people giving blood since the pandemic began. The situation is dire. Don't wait. Donate: rcblood.org/donate