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Document Source:
<http://bit.ly/pUljM>



Puget Sound Blood Center
research | medicine | blood & tissue services

You can help promote Seattle's first Tweetup Blood Drive, June 23



Cole is one of many hemophilia patients Puget Sound Blood Center has saved thanks to blood drives.

About the Seattle Tweetup Blood Drive

In just one minute, you can save lives and spread the word about a groundbreaking way of using social media. Puget Sound Blood Center (www.psb.org) is launching its social media program with a Tweetup Blood Drive on June 23, 2009 at 1) the Third and Broad Building in Seattle and 2) at the Central Seattle Blood Center (see below for times and maps). Donors can now use Twitter, Facebook and other sites to schedule blood donations. [Start spreading the word June 15]

Thanks to social media enthusiasts Veronica Sopher, Shauna Causey, Kenji Onozawa, Jeff Shuey, Charl Pearce, Steven Matsumoto, Joshua Wong and everyone else who is spreading the word.

Making Appointments

Donors should make appointments to guarantee they have an opening. There are 45 appointments at the Third & Broad drive, and 50 at the Central Seattle Blood Center.

Times and Maps

Third & Broad Building

<http://bit.ly/15EQvg>
2901 3rd Ave Suite 200
Seattle, WA 98121
Tuesday, June 23
9:00am-11:30am and 12:30pm-3:00pm

Central Seattle Blood Center

<http://bit.ly/DbtOY>
921 Terry Ave
Seattle, WA 98104
Tuesday, June 23
12:00pm-8:00pm

twitter



One-minute ways Twitter users can help

Follow [@BloodCenter](https://twitter.com/BloodCenter) and tell your Twitter followers about the event by sending these tweets. Wait until Monday, June 15:

- "RSVP for Seattle's first tweetup blood drive on Jun 23 at twtvite: <http://bit.ly/rFQht> [@BloodCenter](https://twitter.com/BloodCenter) #psbc"

- “I’m donating blood at Seattle’s first tweetup blood drive on Jun 23: <http://bit.ly/rFQht> @BloodCenter #psbc ” [will be publicly listed on June 15]
- “Cool: You can schedule blood donations through Facebook: <http://bit.ly/18ZnIn> sign up for a Seattle blood drive on June 23 @BloodCenter ”
- “You can upload photos and videos of yourself donating blood at the June 23 tweetup blood drive in Seattle <http://bit.ly/rFQht> @BloodCenter ”

One-minute ways Facebook users can help [wait until June 15 to spread word]



- Become a Facebook fan of PSBC <http://bit.ly/18ZnIn> and/or RSVP.
- Message the link to a few friends and invite them to join or to spread the word.
- By June 23 there will be a PSBC Facebook application you can use to schedule donations in the future. We can message you a link to the finished application.
- Post this: “I’m donating blood at Seattle’s first tweetup blood drive on June 23 <http://bit.ly/18ZnIn> ”
- Post this: “You can upload photos and videos of yourself donating blood at the June 23 tweetup blood drive in Seattle <http://bit.ly/18ZnIn> ”

How to help at the drive

- Take photos and videos of yourself donating. You can upload them to the drive Flickr pool <http://bit.ly/dXggC>, or you can mail them to SeanD@psbc.org (we’ll provide the email address at the drive) and we’ll upload them to Twitter and YouTube.
- Volunteer to make a video documentary.
- Using one of our laptops, post on Twitter or Facebook that you’re donating blood.
- Text your friends that you’re donating, and mention @BloodCenter.
- Write a blog post after (or while) you donate.

Feel free to forward this document to others and to give feedback!

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Thank you for Helping

Sean DeButts,
 Social Media Coordinator