

Yo deseo vivir
un nuevo
amanecer

No hay límite
de edad para
salvar vidas.

ORGAN DONATION



US Department of Health and Human Services' Health Resources Services Administration (HRSA) identified a need to reach US Spanish-speaking consumers via a new Facebook page that would build awareness and understanding of organ, eye and tissue donation, and increase registrations among potential Latinx organ donors throughout the US.

Background

HCN works in collaboration with the OrganDonor.gov agency of record to assist in the content creation, management and promotion of the DonaciondeOrganos.gov Spanish-language Facebook page. By providing a combination of TransCreations and original cultural executions, HCN develops monthly content that connects Spanish-preferring consumers with in-culture/in-language resources and information about organ, eye, and tissue donation, and how to register in each US state, territory and district.



Strategy

- **Discovery Research:** Working with HRSA's existing Hispanic consumer data, HCN identified multiple barriers and challenges, including cultural myths, misunderstandings and concerns surrounding organ donation that are separate from general market perceptions and must be addressed with culturally specific approaches.
- **Cultural Content:** Working in tandem with HRSA's general market agency, HCN's multicultural communications experts review the OrganDonor.gov Facebook page social media content and accompanying digital media (videos, banner ads) to assess for cultural relevance. Our team provides recommendations via either TransCreations from the existing English-language general market concepts produced by our partnering general market agency; or, original cultural executions with creative, messaging and images that appeal directly to potential Latinx organ donors.
- **Digital and Social Media Management & Promotions:** HCN develops editorial calendars, copy, images, videos and content on a monthly basis for the DonaciondeOrganos.gov Facebook page. Additionally, HCN provides monitoring and management of the page and community, with regular reports identifying posts of concern and appropriate responses or courses of action, and consulting on paid ad buys as part of the acquisition strategy.

Impact

At the midway point of its 2nd year, HCN and our partner general market agency have optimized the DonaciondeOrganos.gov Facebook page via 4-5 posts weekly, the page currently has 6,650 followers, generated 278,967 visits to the DonaciondeOrganos.gov website, and delivered ~9,950,000 paid social media impressions. From January-July 2019, the DonaciondeOrganos.gov Facebook page generated 21,332 engagements (reactions, comments and shares), with HCN's original cultural executions frequently serving as the top performing monthly posts.