

## Example Social Media Verbiage:

[HOSPITAL(S)] is excited to begin working with Vitalant on collecting convalescent plasma from people who have recovered from COVID-19 as part of a program to treat critically ill patients infected with the virus. This FDA-approved “emergency investigational new drug” is a special blood product containing antibodies that may give patients an extra boost to fight the virus.

To be eligible to donate convalescent plasma, you must have a prior COVID-19 diagnosis documented by a laboratory test (or a positive test result for SARS-CoV-2 antibodies) and meet additional eligibility requirements.

If you are interested in donating convalescent plasma, DO NOT MAKE A NORMAL PLASMA APPOINTMENT with Vitalant. Donors must meet additional criteria for convalescent plasma eligibility. To learn more and apply, visit [www.vitalant.org/COVIDfree](http://www.vitalant.org/COVIDfree)