

To be an effective Champion, you'll need to use as many channels as possible. This section will explore different resources that can help you spread the word about your loved one's need further and more efficiently.

## Social Media

While social media has long been a tool for sharing pictures or personal stories, it is also a growing resource for finding the help people need for some of life's heavier issues. The most popular and effective social media platform regarding this type of request is Facebook. We'll take a look at how that site can help you the most in your role as the Champion.

### Creating a Facebook Page

If you don't have a personal Facebook profile, you'll need to set one up. Don't worry, it's simple and free of charge.

For those of you already familiar with Facebook, skip ahead to our Posting Pointers on page 24. Look for this location icon.



**1** Go to [www.facebook.com](http://www.facebook.com).

**2** If you see the sign-up form, fill out your name, your email address or phone number, a password that you've created and will be able to remember, your birthday, and your gender. If you don't see the form, click **Sign Up**, then fill out the form.

**3** Click **Sign Up**.



Once you sign up, you'll need to confirm your email address or phone number. Facebook will then send you either an email or a text message to help you confirm your account. After your page is set up, you can begin requesting friends. We strongly suggest you start with, and keep to, family and friends you know and trust.

When it comes to your contact list, start with those that are close to the person needing a transplant — this may take a little digging.