

BLOOD DONATION ENGAGEMENT THROUGH DIGITAL COMMUNICATION: A CASE STUDY OF THE NATIONAL BLOOD CENTER

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Abstract. Blood donation remains an insufficiently sustained and continuous process worldwide, despite its critical importance in saving lives and supporting medical treatment. As blood cannot be artificially produced, blood centers rely entirely on voluntary donors, making effective public engagement a strategic necessity. The blood donation engagement can be defined as a prosocial behaviour.

The aim of this research is to analyze digital communication practices in relation to blood donation engagement, using the National Blood Center (NBC) in Lithuania as a case study. The study approaches blood donation engagement from an organizational (company-centered) perspective.

Several research methods were applied. First, a scientific literature review was conducted to identify the theoretical foundations of engagement and digital communication in the non-profit sector, with particular emphasis on the importance of prosocial engagement. Second, a quantitative and qualitative content analysis of NBC's social media communication was conducted to identify the most frequently used social media platforms and assess engagement.

The conceptual analysis identified the importance of digital communication for blood donation engagement. Prosocial behaviour, including blood donation, makes it particularly important for blood centres to select appropriate digital channels to reach relevant groups effectively. The quantitative and qualitative content analysis revealed NBC's commonly used social media channels, engagement metrics, content formats, topics, and post nature. Additional external tools were used to determine the nature of the social media content and audience reach.

The analysis of NBC's social media communication, including mentions in news portals, provided an overview of actual blood donation engagement activities and their real impact.

Digital communication channels have become an indispensable tool for nonprofit organizations to interact with their target audiences and engage them in socially significant initiatives, such as blood donation.

Keywords: blood donation engagement, prosocial behaviour, NGO, case study

Introduction

Social media, along with websites, offer nonprofit organizations the greatest opportunities to pursue their educational and humanitarian goals (Fu, Zhang, 2019; Moreno-Cabanillas et al., 2024). Maxhuni (2021) argues that all non-profit organizations pursue similar goals: sharing information with their audience, raising awareness about the social issue they represent, building connections with individuals by giving them the opportunity to participate in democratic processes, and most importantly, engaging the audience in creating meaningful change within the community. Engagement behaviour emerges in the context of interactions between an organisation and its consumers (Zailskaitė-Jakštė, Minelgaitė, 2021). According to Ramondt et al. (2022), organizations benefit not only from the reach of large audiences but also from the ability to disseminate information quickly. This undoubtedly allows non-profit organizations to reach new audiences that can be mobilized to take action in society. Consequently, nonprofit organizations have adapted social media to pursue their goals, raise funds, engage in advocacy, build communities, and promote other activities that benefit society (Ramondt et al., 2022). It is no coincidence that an increasing number of studies are analyzing how these organizations can effectively convey their knowledge and thus better engage their audience through social media (Mao, Nishide, 2005).

This study aims to empirically assess how the Lithuanian National Blood Center influences blood donation behavior through its communication efforts. The National Blood Center is a non-profit public institution operating two hospital-based blood banks that produce blood components solely to meet the needs of their patients and to address shortages. The National Blood Center is the largest blood institution in Lithuania, collecting more than 70 percent of all blood and blood components donated in Lithuania.

According to the NBC, voluntary unpaid donation is currently one of the European Union (EU) requirements; therefore, its directives recommend that Lithuania not charge a fee for blood donation to avoid the risk of a blood donor shortage. This policy is being implemented gradually in Lithuania. Ethical motivation is one of the main ways to promote voluntary, unpaid blood donation. According to the World Health

Organization (WHO), the International Red Cross and Red Crescent Movement (IRCRCM), and many other organizations, the trade in human body parts and blood is morally unacceptable in healthcare.

In the first part, a review of the scientific literature was conducted to identify the theoretical foundations of engagement and digital communication in the non-profit sector, with particular emphasis on the importance of prosocial engagement. The second part presents the methodology of empirical research. The third part presents the results of the content analysis of NBC communication across social networking channels. The final part provides the conclusions.

Literature Review

An increasing number of studies are examining how various marketing factors enhance blood donation. Research shows that active blood donors are highly responsive to marketing efforts. Researchers argue that an effective blood donation marketing strategy should encompass various channels, such as television, radio, and newspapers; direct mail; direct phone calls; emails; blood donation events; and, of course, social media platforms (Moshe et al., 2025).

Social media has a particularly significant influence on encouraging younger people to donate blood. A study conducted by Omani researchers Al-Riyami et al. (2021) showed that, alongside education in schools and universities, social media was the primary source of information about blood donation for students in Oman. As many as 96% of students reported having seen a blood donation advertisement at least once on various social media platforms. WhatsApp, Instagram, and X (formerly Twitter) were the most common social media channels where students saw such advertisements. Most students (67.5%) who responded to blood donation campaign ads on social media accounts reported donating blood more frequently after seeing such ads (Al-Riyami et al., 2021).

In recent years, a series of studies has examined the impact of social media on encouraging users to engage in prosocial behavior. Prosocial behavior refers to voluntary actions aimed at helping others or humanity as a whole. According to Harrell et al. (2022), such behavior includes helping, sharing, donating, cooperating, volunteering, and caring for the well-being of others, and blood donation is a particularly complex but essential form of prosocial behavior (Harrell et al., 2022).

Blood donation is one of the best examples of prosocial behavior. It plays a vital role in saving lives and supporting the entire healthcare system. Blood transfusion remains one of the most common procedures performed on hospitalized patients. Despite attempts to develop blood substitutes, there is currently no technology that would allow us to completely eliminate blood donation (Khan et al., 2020; Moshe et al., 2025).

Blood is essential for sustaining human life. A safe supply of blood is constantly needed for people who have been in traffic accidents or suffered injuries, in cases of complicated pregnancies, for cancer patients, and during complex surgical procedures. For example, in South Africa, 28% of donated blood is used for patients with chronic conditions that cannot be treated surgically, as well as for blood cancers such as leukemia and bone marrow cancer. 26% of donated blood is used for women who experience heavy bleeding during or after childbirth, as well as for premature babies. Another 26% is needed for patients undergoing surgical procedures, such as hip or knee replacements, heart surgery, or gastrointestinal surgery. 10% of blood is used for sick children, 6% for scientific research, and 4% for victims of traffic accidents (Duh, Dabula, 2021).

Donating blood requires individuals to overcome certain physical and logistical challenges, such as traveling to donate blood, setting aside time for the procedure and recovery, and coping with the physical and psychological discomfort of the procedure - all to perform an act for which they often have no tangible proof that it benefits others (Harrell et al., 2022). To increase the number of donors and ensure a steady blood supply, it is first necessary to fully understand donors' motivations for donating blood. Many studies indicate that the primary motivation for most donors is the desire to help others. Spanish researchers Padilla-Garrido et al. (2021), who studied motivational factors, barriers, and preferred communication channels regarding blood donation among university students in Spain, found that solidarity was the most important motivation for blood donation. This was stated by 40% of the study participants. 22.5% of university students indicated that the motivation to donate blood is the satisfaction of helping others (Padilla-Garrido et al., 2021). It is important to note that in the same survey, a lack of information about how and where to donate blood was cited as the main obstacle. This was stated by 26.4% of respondents who had not donated blood. The second most frequently cited reason was medical reasons. This was stated by 19.6% of respondents who had not donated blood (Padilla-Garrido et al., 2021).

Social media has proven to be a promising communication tool for promoting blood and organ donation in other countries as well. One example is a campaign in the United States aimed at promoting organ donation, which resulted in a significant increase in the number of new organ donors by allowing users to share their

organ donor status with friends on Facebook. On May 1, 2012, Facebook in the U.S. introduced a new feature that allowed members to indicate their “Organ Donor” status on their profiles. By selecting this option, members received a link to their state’s registry, where they could fill out an official application, and their friends on the network were notified of their donor status. Those considering becoming organ donors were provided with links to information about organ donation. On the first day of Facebook’s organ donation initiative, as many as 13,054 new registrations were recorded, which was 21.1 times higher than the average of 616 registrations per day (Cameron et al., 2013).

Ramonndt et al. (2022) note that in the Netherlands, online media - and social media in particular - have become a key tool for attracting and retaining donors. Several recent studies have examined the effectiveness of social media in promoting blood donation behavior. One such example is a study conducted in South Africa, which demonstrated a positive correlation between social media communication and awareness of blood donation, the formation of personal attitudes, the influence of family and peers on attitudes, and the intention to donate blood (Duh, Dabula, 2021; Ramonndt et al., 2022).

Research by Chinese scientists Weng et al. (2024) showed that social media advertising can also encourage people to donate blood voluntarily. Study participants who received information about blood donation on social media were significantly more likely to become donors than those who received less or no such information. Furthermore, creative, innovative, and visually appealing social media content significantly increases the willingness to donate blood (Weng et al., 2024). Researchers in other countries have obtained similar results. For example, Osikomaiya et al. (2024) note that social media was the primary source used to inform potential blood donors following the disaster in March 2023, when a tragic incident occurred in Lagos State (Nigeria) in which a bus full of passengers collided with a moving train in Ikeja. The researchers found that social media, particularly the social network “X”, was the most effective communication channel for mobilizing blood donors. About 70.4% of donors said they learned about the urgent blood drive through “X”, which significantly outperformed traditional media outlets such as radio, television, and newspapers. The “X” campaign garnered exceptionally high engagement (it was viewed nearly 300,000 times and retweeted nearly 4,000 times over five days), which directly correlated with an increase in the number of people participating in blood donation (Osikomaiya et al., 2025). Survey participants indicated that after seeing new media advertisements, they were more likely to consider donating blood. Among these factors, emotional appeal and the content conveyed by the advertisements appeared to be particularly important.

However, when promoting blood donation on social media, it is important to consider the target age groups. According to Moshe et al. (2025), different social media platforms are used to reach blood donors in different age groups. For example, the WhatsApp platform has been consistently popular across all age groups. This platform is chosen as the preferred medium for disseminating blood donation content by 54.2% of participants aged 51+, 46.8% of participants aged 18–30, and 45.9% of participants aged 31–50. Instagram is considered the most popular platform among young people. Participants aged 18–30 accounted for 30.8%, compared with 16.9% in the 31–50 age group. The Facebook social network showed the opposite trend—it was more popular among middle-aged people (31–50 years old) and those aged 51 and older (29.5%). According to Moshe et al., the TikTok channel enjoys modest popularity across all age groups, while “X” is considered the least favorite platform among respondents in all age groups (Moshe et al., 2025).

Social media provides an opportunity to promote prosocial behavior, including blood donation - an activity essential to society but often insufficiently supported. Therefore, it is particularly important for blood centers to select the right digital channels to effectively reach the relevant age groups.

To ensure conceptual clarity in examining blood donation engagement from an organizational standpoint, a company-centered perspective was adopted. The National Blood Center’s external social media communication was analyzed, and engagement was assessed using both qualitative and quantitative methods. Snelson (2016) conceptualized qualitative and quantitative approaches for social media research. Lai and To (2015) applied a mixed-methods approach to social media content analysis, while Zailskaite-Jakste and Kuvykaitė (2013) employed quantitative content analysis of social media messages.

The importance of social media channels for consumer engagement in blood donation activities has been emphasized by Moshe et al. (2025), Weng et al. (2024), Osikomaiya et al. (2025), and others. The analysis of the organization’s social media communication, together with its mentions in news portals, provided an overview of actual blood donation engagement activities and their tangible impact.

Additional external tools were employed to determine the nature of the social media content and audience reach. The data used in the study were publicly accessible, thereby minimizing ethical concerns.

Research Methodology

To analyse NBC communication via digital channels, a quantitative and qualitative content analysis was conducted.

First, NBC's communication across social networks, including Facebook, Instagram, YouTube, and LinkedIn, was examined. The results revealed that Facebook was the platform most frequently used to communicate with the target audience and encourage engagement in prosocial behaviour; therefore, this network was analysed in greater depth. Then, consumers' engagement with the NBC content was analysed, evaluating

The quantitative analysis assessed engagement metrics, including post frequency, reactions, shares, and comments. The qualitative analysis examined content forms and topics, as well as the nature of posts. A more detailed analysis of Facebook communication was conducted to identify the reasons for higher blood donor engagement in 2024 than in the same period in 2025. To ensure the validity of the data obtained during the social media analysis, additional external tools were used: "Meta Ad Library" and "gemiusAudience," which enabled the determination of the nature of the social media content and the audience reach.

Quantitative and qualitative analyses were applied to examine relationships among post titles, number of likes, shares, and comments, comment types, and NBC responses.

The research was conducted from 1 to 14 January 2026.

Results

Quantitative analysis: analysis of NBC social media accounts. The primary content analysis found that the National Blood Center (NBC) in Lithuania, in seeking to engage consumers in prosocial behaviour, uses social media channels such as Facebook, Instagram, YouTube, and LinkedIn.

On 1 January 2026, the NBC Facebook account had 56 thousand followers. On this platform, NBC follows 128 accounts. The most recent post on this platform was published on 27 December 2025. This confirms that the Facebook account is active. Facebook analytics were not used in this study; therefore, the total number of posts could not be determined.

The number of followers on NBC's Instagram account was somewhat lower, amounting to 4.3 thousand. However, on Instagram, the Lithuanian National Blood Center had published 807 posts and followed 583 accounts. The most recent post on this account was published on the same date as on the Facebook account, 27 December 2025.

LNBC's LinkedIn account is followed by 202 users. In total, 2 posts were visible on this account. The most recent post on this account was published 10 months ago. This indicates a low level of NBC activity on LinkedIn.

LNBC's YouTube account has 48 subscribers and 37 videos, the most recent of which was published 5 years ago.

Table 1 presents the results of the primary research stage.

Table 1. Analysis of NBC social media accounts activity on the 1st of January, 2026

NBC's social media profiles	Facebook	Instagram	LinkedIn	Youtube
Number of followers	56	4,3 thousands	202	48
Number of accounts followed	128	583	–	–
Total number of posts	–	807	2	37
Last post	27-12-2025	27-12-2025	10 months ago	5 months ago

The NBC account on Facebook was analysed in greater depth because the communication impact, through which it seeks to engage consumers, is the highest.

To determine how NBC's content on Facebook engages consumers, the number of posts and engagement indicators (reactions, shares, and comments) were compared for November and December 2024 and 2025 (Table 2).

Table 2. Analysis of consumers' engagement with LNBC's Facebook communications for the periods November 1, 2024–December 31, 2024, and November 1, 2025–December 31, 2025

Time periods	11-01-2024–31-12-2024				2025-11-01–2025-12-31			
	Posts	Reactions	Shares	Comments	Posts	Reactions	Shares	Comments
1 week (01-11–09-11)	5	470	168	55	1	62	1	0
2 week (10-11–16-11)	3	233	19	2	2	243	38	2
3 week (17-11–23-11)	3	92	20	1	1	58	16	2
4 week (24-11–30-11)	3	903	110	31	2	106	17	1
1 week (01-12–07-12)	4	161	41	4	4	219	20	0
2 week (08-12–14-12)	1	36	9	0	5	523	26	19
3 week (15-12–21-12)	3	274	20	10	2	143	29	18
4 week (22-12–31-12)	5	300	25	14	5	340	19	5

Based on Table 2, NBC posted on Facebook 3–5 times per week, compared with the period from November 1, 2025, to December 31, 2025, when posts were statistically infrequent, appearing only 1–2 times per week. It should be noted that in December 2025, NBC began posting more frequently for some reason, but these reasons are unknown. Despite this, the number of interactions in 2024 (2,998 during the analysed period) was higher than in 2025 (1,929).

In November and December 2024, there were 27 posts; in 2025, during the same period, there were 22 posts, i.e., 5 fewer than the previous year. Other engagement metrics, such as the number of “likes,” shares, or comments, are relatively dependent on the number of posts. In 2024, the number of “likes” reached 2,469,000, while in 2025, there were 1,694,000. In 2024, the total number of shares was higher - 412, and 166 shares in 2025. During the analyzed period in 2024, the total number of comments reached 117, while in 2025 it was even fewer: 47.

During the first week of December 2025, content was posted frequently (four times a week), but users were not inclined to engage with the content shared on NBC's Facebook page; therefore, it can be concluded that the posts from the first week of December 2025 did not sufficiently engage the audience.

It was observed that post frequency directly impacts user engagement. Posts from November 2024 generated the highest engagement. Most other posts from November 2024 were comparable to those from the 2025 period. We can assume that NBC achieved high engagement regarding blood donation in Lithuania thanks to these engaging posts.

Qualitative analysis: content topics and forms. To determine which NBC posts engaged users the most, it is necessary to identify the topics and forms of these posts. Figure 1 presents the main content topics.

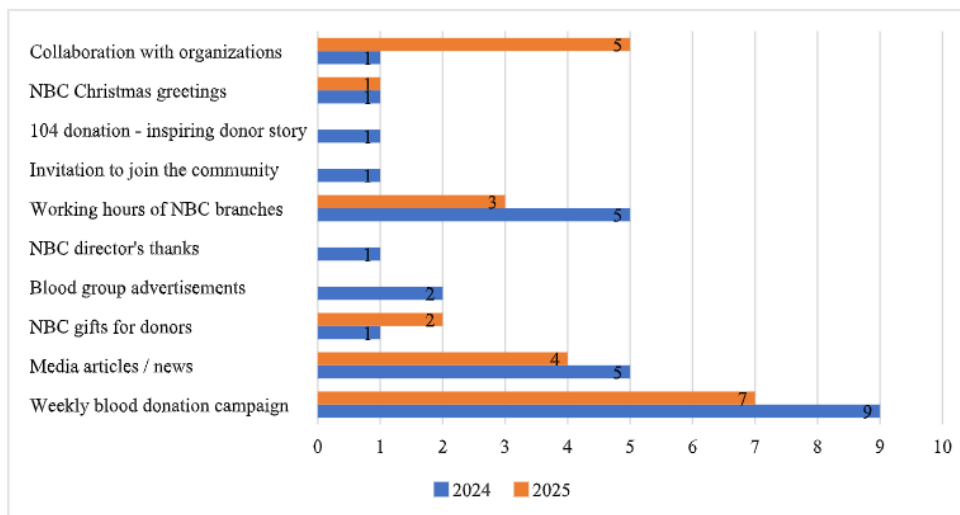


Fig. 1. Content topics posted by NBC on the Facebook platform in November and December 2024–2025

Based on Figure 1, it can be concluded that during the periods from November 1, 2024, to December 31, 2024, and from November 1, 2025, to December 31, 2025, NBC posted a wide variety of content on its Facebook account. The most frequently identified posts were on the topic of “Weekly Blood Donation Campaigns”, which aimed to encourage donors across Lithuania to be engaged in blood donation. These posts specifically listed locations where people could go to donate blood. Posts on this topic accounted for the largest share of NBC's content in November and December 2024, totaling 9 posts.

During the same period in 2025, a significant number of posts on the “Weekly Blood Donation Campaign” topic were also published, totaling 7. Although the “Weekly Blood Donation Campaigns” was the most frequently communicated topic in 2025 compared to other topics, there were 2 fewer posts on this topic than in 2024. It is concluded that the success of NBC’s 2024 voluntary blood donation campaigns was partly due to the particularly frequent emphasis on posts about upcoming blood donation campaigns. During the period analyzed in 2024 and 2025, media articles were also published on NBC’s Facebook account.

A qualitative analysis of social media communication revealed that NBC collaborates with the media by providing journalists with information on various topics related to blood donation and health. The NBC frequently shared posts from the news portals “15min.lt”, “LRT.lt”, “LNK.lt”, and “Lrytas.lt” on its social media account, including links to articles. In November and December 2024, there were 4 posts with links to articles on news portals, one of which was a video report from “LNK.lt” (without a link). In the two months of 2025, there were 4 posts.

To determine what might have led to greater engagement among blood donors in 2024, the “gemiusAudience” tool was used to assess the number of consumers' visits to news portals, the number of article views, and the time spent on the portal. Attention is also drawn to the data provided on the “gemiusAudience” website for the periods 2024-11-01–2024-12-31 and 2025-11-01–2025-12-31, including the news portal’s popularity ranking, the average number of unique users, and the total number of unique users (Table 3).

Table 3. Traffic on news portals during the periods November 1, 2024–December 31, 2024, and November 1, 2025–December 31, 2025

	06-11-2024–22-11-2024	23-12-2024	14-11-2025	27-11-2025	19-12-2025	22-12-2025	
Number of articles	1	2	1	1	1	1	
Name of the portal	15min	LRT	LRT	Lrytas	LRT	LRT	Lrytas
Portal position	2	5	5	4	5	5	4
Unique visitors (daily average)	437 906	304 338	267 729	312 106	237 067	246 623	327 301
Unique visitors	1290 984	1302 624	1286 088	1 094 928	1145 928	1165 872	1154 952
Page views	107 332 588	36 939 531	29 827 434	45 217 407	31 575 794	34 077 242	89 357 560
Time	1 hour 13 minutes	1 hour 15 minutes	1 hour 8 minutes	53 minutes	1 hour 10 minutes	1 hour 8 minutes	49 minutes

In November 2024, “15min.lt” was the second most popular website, attracting the highest number of users to its content between November 1, 2024, and December 31, 2024, and between November 1, 2025, and December 31, 2025. The 15min.lt website received 437,906 visits per day, totaling 1,290,984 unique visitors. Judging by the total number of article views – 107,332,588 – it is likely that a significant portion of readers saw the November 6 article about NBC’s support for Ukraine, especially since the average time spent on the news portal is 1 hour and 13 minutes.

In November and December 2024, the number of content views on the “15min.lt” and “LRT.lt” news portals was slightly higher, and consumers spent more time on them than on the “Lrytas.lt” and “LRT.lt” news portals during the November and December 2025 period. Based on the aforementioned data, it is concluded that collaboration with news portals may have led more potential donors to view NBC’s content.

During the periods from November 1, 2024, to December 31, 2024, and from November 1, 2025, to December 31, 2025, the public institution NBC frequently posted updates regarding changes in operating hours at its locations in various Lithuanian cities. There were 5 such posts during the 2024 period, while the 2025 period saw 3 fewer posts.

In 2025, NBC frequently collaborated with various public institutions and organizations, including the Lithuanian Riflemen’s Union, the S. Kudirka Hospital in Alytus County, the Chancellery of the Seimas of the Republic of Lithuania, Schmitz Cargobull Baltic, and NBC’s long-standing partner, the “Rugutė” Charity and Support Foundation. All of these recordings were made five times in November and December 2025, and only once during the same period in 2024.

During November and December 2024, the poster format dominated, accounting for 19 of the 27 posts. By the end of 2025, the number of posts in this format had decreased to 13. Looking at the final months of 2025, the National Blood Center (NBC) frequently used photos (3 posts) and photo collections (2 posts), while in November and December 2024, video content types were published (2 entries), one of which included a working link to the official NBC website.

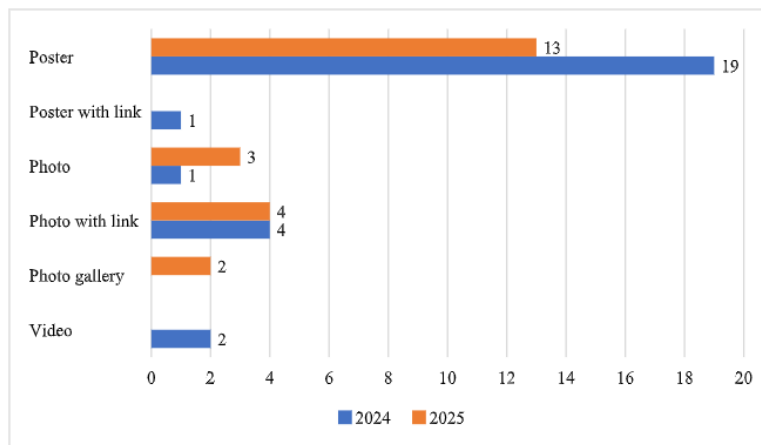


Fig. 2. NBC content form posted on the Facebook platform in November and December of 2024–2025

Quantitative and qualitative analysis: the most engaging posts. The posts that generated the highest level of consumer engagement were published on November 7 and 25, 2024, when consumers were invited to participate in blood donation drives (Table 4). The post uploaded on November 7, 2024, titled „Gyvybių gelbėjimas – Jūsų rankose!“ (“Saving Lives Is in Your Hands!”), which garnered 283 “likes,” 129 shares, and 51 comments from the audience, was a poster-style post. Based on the comments below the post, most were positive, though some were negative. NBC responded to only one comment. The discussion in the comments covered topics such as blood types, confirmation of blood donation, and difficulties donating blood due to health or other issues. This post also encouraged blood donation. Using the Meta Ad Library tool, it was not confirmed that the post was an advertisement.

Table 4. Highest consumer engagement with NBC communication on Facebook

Period	Post Title	Engagement Rate	Number of Comments	Type of Comments	NBC response	Reason
2024-11-07	„Gyvybių gelbėjimas – Jūsų rankose!“	283 Likes 129 Shares	51	Neutral	Yes	Blood Types and Blood Donation (discussion)
2024-11-25	„Padovanok lašelį“	218 Likes 51 Shares	17	Most often positive	Yes	Willingness to Contribute (discussion)
2024-11-25	„Kai kraujo donorystė tampa stebuklu!“	645 Likes 54 Shares 192 Thousands of Views	14	Positive	No	Willingness to Contribute (discussion)
2025-12-14	„Ačiū, kad dovanojate šventę“	215 Likes 8 Shares	11	Positive	Yes	Discussion about the collection

Users were also engaged by the following posts: a post titled „Padovanok lašelį“ (“Donate a Drop”) on November 25, 2024, in collaboration with the „Rugutė” Charity and Support Fund; a Reel titled „Kai kraujo donorystė tampa stebuklu!“ (“When Blood Donation Becomes a Miracle!”) posted on the same day; a poster-style post titled „Ačiū, kad dovanojate šventę“ (“Thank You for Giving the Gift of a Celebration”), published on December 14, 2025. The latter post received 215 “likes,” 8 shares, and 11 comments.

Figure 3 presents visuals of the NBC Facebook posts that generated the highest audience engagement in 2024.



Fig. 3. Examples of the most engaged NBC posts on Facebook

The National Blood Center uses four social media platforms for communication, with Facebook as the primary. This results section analyzes NBC's Facebook communication, highlighting the importance of publishing on news portals to reach a larger audience.

Conclusions

Digital communication is an important tool for nonprofit organizations to effectively engage with their audience, increase awareness, and foster engagement. Social media creates favorable conditions for fostering prosocial behavior and contributes to achieving a goal of public importance – promoting blood donation. Although blood donation involves certain physical and logistical challenges, carefully selected social media platforms and targeted communication can help reach different age groups and increase public motivation to contribute to this life-saving activity.

NBC plays a crucial role in the Lithuanian healthcare system, providing the majority of the donor blood needed in the country. The constant need for blood and its importance in treating rare and severe diseases, performing surgeries, and saving lives demonstrate that blood donation is an essential daily activity. 2024 campaign - confirms that engaging communication directly contributes to successfully securing blood supplies and saving lives.

A quantitative and qualitative content analysis indicates that NBC maintains a multi-platform presence, with Facebook as the primary communication channel. Communication on Facebook was more active and generated higher engagement in November–December 2024 than in the same period of 2025, with only slight differences observed in content topics, formats, interaction levels, and media reach. In 2024, the highest engagement was generated by posts on weekly blood donation campaigns, operating hours, and media articles. In 2025, mainly campaign-related posts and partnerships with other organizations drove engagement. The number of interactions in 2024 (2,998 during the analyzed period) was higher than in 2025 (1,929).

The findings demonstrate that consumers' engagement in communication varies across platforms, with Instagram playing a secondary role and LinkedIn and YouTube remaining underutilized. A higher posting frequency in 2024 was associated with stronger engagement metrics, while reduced activity in 2025 was associated with lower audience interaction. However, engagement is not determined solely by frequency, as content relevance and emotional appeal are also critical factors. Posts with clear calls to action and prosocial framing were particularly effective at engaging readers.

The limited use of video content reduces the potential for the audience reach. Furthermore, the prevalence of communication content suggests a functional approach to communication that does not fully leverage the emotional drivers of prosocial behaviour.

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ĮTRAUKIMAS Į KRAUJO DONORYSTĘ PASITELKIANČIAI SKAITMENINĘ KOMUNIKACIJĄ: NACIONALINIO KRAUJO CENTRO ATVEJO ANALIZĖ

Santrauka

Nors kraujo donorystė yra labai svarbi gelbėjant gyvybes ir užtikrinant medicininį gydymą, visame pasaulyje šis procesas vis dar nėra pakankamai stabilus ir nuolatinis. Kadangi kraujo neįmanoma pagaminti dirbtiniu būdu, kraujo centrai visiškai priklauso nuo donorų savanorių, todėl veiksmingas visuomenės įtraukimas tampa strategine būtinybe. Įsitraukimą į kraujo donorystę galima apibrėžti kaip įsitraukimą į prosocialų elgesį.

Šio tyrimo tikslas – išanalizuoti skaitmeninės komunikacijos poveikį vartotojų įtraukimui į kraujo donorystę, pasitelkiant Nacionalinio kraujo centro (NKC) Lietuvoje atvejo analizę. Tyrime įtraukimas į kraujo donorystę nagrinėjamas iš organizacijos perspektyvos.

Buvo taikomi keli tyrimo metodai. Pirma, atlikta mokslinės literatūros analizė, siekiant nustatyti įtraukimo ir skaitmeninės komunikacijos ne pelno siekiančiame sektoriuje teorinius pagrindus, ypatingą dėmesį skiriant prosocialaus įtraukimo svarbai. Antra, atlikta kiekybinė ir kokybinė NKC komunikacijos socialinėje žiniasklaidoje turinio analizė, susiejant ją su straipsnių publikavimu naujienų portaluose. Konceptualiosios analizės metu nustatyti pagrindiniai komunikacijos veiksniai skaitmeninėje erdvėje, darantys įtaką įsitraukimui į kraujo donorystę kaip prosocialią elgseną. NKC komunikacijos analizė socialinėje žiniasklaidoje, įtraukiant paminėjimus naujienų portaluose, atskleidė faktines komunikacijos praktikas ir jų atitikimą įtraukimo esminiams aspektams.

Skaitmeniniai komunikacijos kanalai tapo nepakeičiamu įrankiu ne pelno siekiančioms organizacijoms interaktyviai komunikuoti su tikslinėmis auditorijomis ir įtraukti jas į socialiai svarbias iniciatyvas, pavyzdžiui, kraujo donorystę.

Reikšminiai žodžiai: įtraukimas į kraujo donorystę, prosociali elgsena, NVO, atvejo analizė

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