



CONTENT IDEAS

Reel & Short-Video Ideas

Ready-to-film ideas for Instagram Reels, TikTok, and Shorts.

Hooks that stop the scroll

- "You could save a life in 5 minutes - here's how."
- "3 myths about bone marrow donation, busted."
- "POV: a stranger just became your only hope."
- "Why I joined the bone marrow registry."

Simple formats

1. Talking head: share the one fact that surprised you most, end with 'join at the link.'
2. Myth-busting: text-on-screen myth, then the fact (use the Myths vs. Facts sheet).
3. Screen-record joining the registry to show how fast and easy it is.
4. Milestone update during a fundraiser: 'we're at 50% - help us finish.'

Always end with a call to action

Point people to the registry (jadabascomfoundation.org) or your fundraiser, and add the link in your caption and bio.