Development and Evaluation of a Library of TikToks to Support the Recruitment of Committed Hematopoietic Stem Cell Donors from Needed Demographic Groups

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INTRODUCTION
TikTok is a rapidly growing social media platform where users develop and share short videos. We hypothesized that a library of TikToks would support the recruitment of committed hematopoietic stem cell donors from needed demographic groups (i.e. young, male, from diverse ancestries).

METHODS
The community of practice (CoP) in stem cell donor recruitment in Canada was activated to develop TikToks. Training was provided during CoP e-meetings and in a video published online (stemcellclub.ca/Training.html), highlighting the principles of effective TikTok design. A CoP TikTok committee was formed to develop and review TikToks prior to publication. Following launch, we evaluated stakeholder perspective on these TikToks and the impact 1) across social and traditional media and 2) on eligible donors’ knowledge and attitudes towards donation.

RESULTS
Between 9/2020-9/2021, 268 TikToks were produced (median 17s), accumulating over 270,000 Views, 3,000 Comments, and 14,000 Shares on TikTok. They were also republished by major media outlets (e.g. CBC, CTV News) and medical organizations (e.g. Canadian Blood Services). 33 stakeholders in donor recruitment completed a post-launch survey. The majority (94-100%) felt that TikToks promote donation in an attention-grabbing way, engage younger donors, and teach key points in a short time period.
46 eligible donors (from 12 different non-Caucasian ancestral groups) completed surveys evaluating their knowledge/attitudes towards stem cell donation. After being shown a series of TikToks, mean knowledge test scores improved (59% vs. 73%, p=0.0012); mean modified Simmons Ambivalence Scale scores decreased (52% vs. 30%, p<0.0001); and participants were more willing to register as donors (70% vs. 39%, p=0.0011).

CONCLUSIONS
We report the first published experience using TikToks to support recruitment of committed stem cell donors from needed demographic groups. Our work is relevant to recruitment organizations worldwide.