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Table 1 Grey literature analysed

Year of Publication	Authoring Body	Title
2010	Stem Cell Strategic Forum	The Future of Unrelated Donor Stem Cell Transplantation in the UK: Part 1 Findings and Recommendations
2010	Stem Cell Strategic Form	The Future of Unrelated Donor Stem Cell Transplantation in the UK: Part 2 Annexes
2012	National BAME Transplant Alliance	A Voice for Change, A Vision for the Future: Strategic Plan 2012-13 to 2014-15
2014	Anthony Nolan	Annual Report 2013/14
2014	DKMS UK	Annual Report 2014
2014	Anthony Nolan	40 Years of Life Saving
2014	Anthony Nolan	State of the Registry 2014
2015	Anthony Nolan	Annual Report 2014/15
2015	DKMS UK	Annual Report 2015
2015	Anthony Nolan	State of the Registry 2015
2015	Stem Cell Oversight Committee	Unrelated Donor Stem Cell Transplantation in the UK: Effective Affordable Sustainable
2016	Anthony Nolan	Annual Report 2015/16
2016	DKMS UK	Annual Report 2016
2016	Anthony Nolan	Lifesaving Science: Anthony Nolan's Research Strategy
2016	Anthony Nolan	State of the Registry 2015
2017	Anthony Nolan	Annual Report 2016/17
2017	DKMS UK	Annual Report 2017
2017	Anthony Nolan	State of the Registry 2016
2018	Anthony Nolan	Annual Report 2017/18

2018	DKMS UK	Annual Report 2018
2018	Eleanor Smith, MP (Chair of review)	Ending the Silent Crisis: A Review into Black, Asian, Mixed Race and Minority Ethnic Blood, Stem Cell and Organ Donation
2019	Anthony Nolan	Annual Report 2018/19
2019	Anthony Nolan	State of the Registry 2018/19

Table 2 Media data relating to campaigns

Campaign name (date established)	Period of data collection ¹	Tweets mentioned campaign ²	Facebook posts produced by campaign ³	YouTube videos produced by campaign (cumulative duration) ⁴	Blog posts published on campaign website	Print media articles discussing campaign ⁵	Radio and television articles discussing campaign (cumulative duration) ⁶
Match4Lara (Dec 2016)	February 2020	6,513	368	37 (51m)	29	109	18 (1hr11mins)
10,000 Donors (Aug 2018)	June 2020	915	73	16 (1hr51m)	65	76	24 (2hrs37mins)
HelpVeerNow (Sept 2019)	October 2020	214	280	9 (1hr29m)	No blog	22	6 (30mins)

¹All listed data for each campaign were collected within the specified periods. Campaigns listed here were at very different levels of maturity when analysed, with some having located a match, and others only recent having been established.

²Tweets were scraped through WebDataRA (Web Science Institute 2020), which is limited to data that is visible to users on the Twitter website. It is therefore possible that some tweets were not captured via this method. Tweets captured were all individually read.

³Posts published on the campaigns' Facebook pages were scraped with WebDataRA and individually read.

⁴Videos published on the campaigns' YouTube pages were individually downloaded, watched and transcribed. Where videos were predominantly non-English language, they were excluded.

⁵Print media were collected through Nexis and Google news searches using relevant search terms (campaign names and central individual's name). Only English language news sources were analysed. Duplicates were removed, including syndicated newspaper content which was included only once where published in multiple local newspapers.

⁶Radio and television coverage were located through URLs shared via campaigns' social media and this was supplemented through Nexis searches and Box of Broadcast requests.