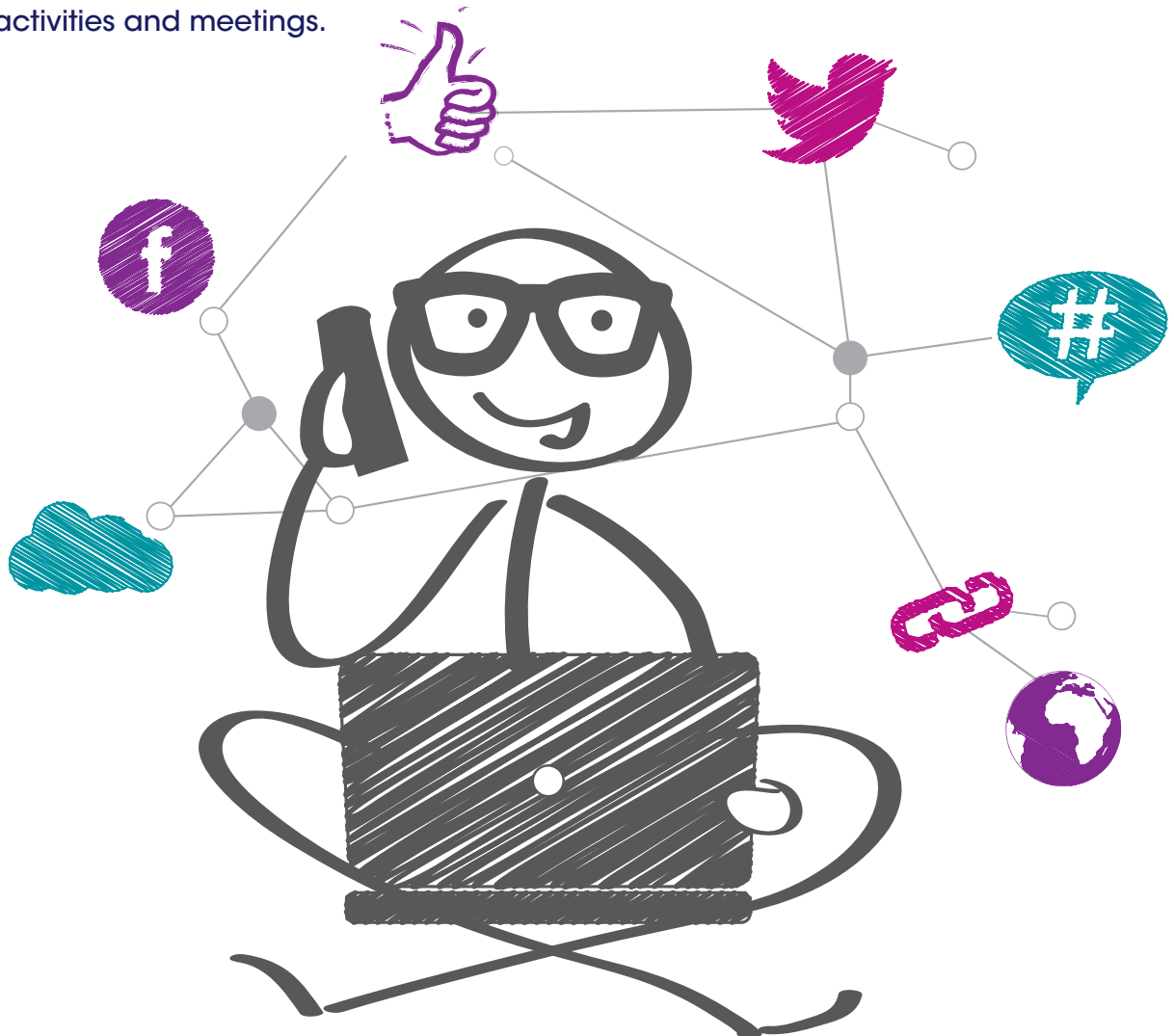




## Campaigning toolkit

Social media can be a powerful campaigning tool. By connecting with the Twitter and Facebook accounts of the MND Association, our volunteers and local/national decision makers, you stay up to date with activity and news relating to MND and campaigning. It also provides the perfect platform to publicise your own branch/group events, activities and meetings.

## Social media





**mnda**

motor neurone disease  
association



Follow all of our MND Association Twitter accounts: [@mndassoc](#), [@mndcampaigns](#), [@mndcampaignsWLS](#), [@mndcampaignsNI](#), [@mndresearch](#), [@mndVIPteam](#)

Like our Facebook pages: [MND Association](#), [MND Campaigns](#)

This provides an efficient way of staying up to date with the Association's wider activities.



Think about your cover photo and profile picture on your Twitter account – are they suitable? We recommend the cover photo is people based, showing the MND Association branding wherever possible. For a branch/group, please use the MND Association logo which can be sourced from our national Twitter feed [@mndassoc](#). For a personal account, use a headshot of yourself.



**Twitter and/or Facebook individual biography:** Put your volunteer role, followed by for the [@mndassoc](#). Always finish your individual biography with 'all views my own'. This acts as a disclaimer, and covers you for personal use of the account.

**Twitter and/or Facebook branch/group biography:** State that you are affiliated to [@mndassoc](#) and the geographical area you cover, including the pillars research, care, and campaigning. Remember this account represents a group of people, rather than an individual so it is good practice to use we, our, instead of me.



Consider following your fellow campaigners/volunteers – this will create a strong and cohesive online network.



**Hashtags** Twitter's way of sorting tweets into particular categories. For example, the majority of tweets containing **#MND** will relate to motor neurone disease, meaning it creates a feed that is specific to MND news and updates. Wherever possible include **#MND** in capital letters – this is monitored by our social media coordinator, and will be picked up into our national social media channels. Where applicable, check if a campaign or an event has its own hashtag, eg **#mndcharter**

Ask those hosting or attending an event whether they have their own Twitter handles, and mention them in your tweeting where possible. This encourages retweets, and the opportunity to reach a wider audience.



Promote your branch/group Twitter account offline, eg have it as standard in your branch/group newsletter.



Twitter: tweets are limited to 240 characters. Facebook posts have an unlimited number of characters. Before tweeting/posting on Facebook, always check spelling and grammar.



When taking photos ensure they are landscape wherever possible as these are much better for social media use. Please see photography guidance below.



Most people check their social media accounts the morning and evening. The optimum time to post on Twitter and/or Facebook is between 07.00-09.00 and 19.00-21.00, however sometimes live tweeting from an event or meeting may be better suited.

## Photography Guidance

At any campaign meeting, vigil, or event you must make it clear if photographs/video will be taken, and offer the opportunity for people to opt-out from their image being captured. Please display a prominent sign, and make an announcement to all event attendees. If in any doubt it is important to seek advice from your Campaigns Manager/Co-ordinator.

**Sign to read:** There will be photography and/or video at the \*insert name of event\*. These images may be used for promotional purposes, in future publications, presentations, and on digital, and social media channels, normally within a five-year period from today \*insert date of event\*. If you do not wish to appear in photographs, please let an event organiser know, and they will make sure you are not included in any captured images.

**mnda**  
motor neurone disease  
association

**MND Association** PO Box 246 Northampton NN1 2PR

Telephone: 01604 250505 Email: [campaigns@mndassociation.org](mailto:campaigns@mndassociation.org)

[www.mndassociation.org](http://www.mndassociation.org)

[@mndcampaigns](#) [/mndcampaigns](#)

Reg. Charity No. 294354 © MND Association 2018