

Myotherapy Awareness Week

4th – 11th May 2020



Myotherapy Association Awareness Week 2020 Members Media Kit

We are so excited to announce to our members the launch the first ever Myotherapy Awareness Week 4th May- 11th May. In an effort to best help you deliver the Myotherapy message across your digital and social platforms, MA have worked closely with our digital marketing team and have developed a Social Media Marketing Pack (SMMP) for you to maximise and showcase Myotherapy in your workplace and within your business.

What's included in your Pack?

Social Media tiles.

We have provided you with a variation of tiles you can use across your digital platforms in an simple to access drop box link [here](#).

These tiles can be accessed from the link provided and saved to your documents/photos file. Social tiles provide a visually appealing and useful education tool for your social platforms such as Facebook and Instagram.

- Hashtag #maweek2020
- JPEG files downloadable and ready to share

Digital Flyer "Myotherapy Week 2020"

- Flyer ready for universal print to display in your workplace
- Download your flyer from the email or simply click <https://bit.ly/2ScuuRh>

Information Clips

- Clip 1: What is Myotherapy
- Clip 2: Long Term Pain

Simply visit our YouTube channel at

https://www.youtube.com/channel/UCSpOZDGV2xYrIXshEiSC_8A/videos, copy the link and post to your social pages.

How to successfully use your Social Media Kit

- Simply download and save each media file (social media tiles) and post to your social media platforms.
- Make sure to include the hashtag #maweek2020

Myotherapy Association Australia
www.myotherapy.org.au

- The best time to post on social media is the week leading into (from 30th April) and the week of Myotherapy Awareness Week (4th May- 11th May). You may choose to set and schedule these posts so that they are ready to go live.
- Don't forget Facebook *loves* a few words written about your post, so be sure to include content regarding you and your workplace (*if you get stuck you can always share the Myotherapy Australia content during this week*)
- Instagram *loves* hashtags (#maweek2020), being sure to include up to 50 hashtags to generate more "loves" and grow your followers!
- Twitter loves a topic of conversation that encourages your followers to re-tweet!
- Try and limit your hashtags for Facebook to 5, otherwise the algorithm will rank your post lower 😞
- You can use the hyperlink to the MA website (www.myotherapy.org.au) at the end of your posts* or use this as an opportunity to promote your clinic and add your website to every post.
- The digital flyer can be downloaded and printed to display around your workplace. It can be reproduced to any size – our suggestion is that A3 is great and easily printed in most print work places, ensure you choose a thicker card (300gsm)
- The flyers can be printed ahead of time and can be displayed in your workplace the weeks prior and after May to help generate conversations and showcase Myotherapy.
- Clips are located on our YouTube channel, so you can share these on your social platforms or include in posts.

Some T&Cs we ask you to please observe when using your SMMP as users will be held accountable for misuse of this media pack.

Due to the fast-moving nature of social media and the constant development of new social media programs and platforms, it is important that this policy and its procedures be reviewed as part of your Marketing Kit provided to you by Myotherapy Association Australia(MA) to ensure that you are informed and understand this policy.

We are excited to assist you in marketing material to share on your own social and digital networks and provide social media posts that are consistent with the image that Myotherapy Association Australia wishes to present to the public. By sharing these digital files, you understand and agree to not damage the Association's reputation in any way when distributing online or within your practice. You agree not to alter the original format of these tiles, ensuring that the MA Logo is visible when using these tiles in your digital or print campaigns.

Myotherapy Association Australia operates on the guidelines and values of:

- **Integrity:** Myotherapy Association Australia will not knowingly post, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the Myotherapy Association Australia Code of Practice.
- **Honesty:** The organisation will never knowingly mislead the public, media or staff on an issue or news story, scope of practice, or therapeutic claim.
- **Transparency:** The organisation will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
- **Professionalism:** Myotherapy Association Australia's social media represents the organisation and should seek to maintain a professional and uniform tone.
- ***Information Sharing:** Myotherapy Association Australia encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members, staff and consumer provided your post adheres to our [Code of Practice](#). We do not hold responsibility of the content found on other websites or media platforms without prior permission.