



MDA[®]

**CLINICAL &
SCIENTIFIC
CONFERENCE**

2023

**SOCIAL
MEDIA KIT**

MDA Clinical & Scientific Conference 2023 Social Media Toolkit

This document is meant to inform 2023 MDA Clinical & Scientific Conference participants, sponsors, advocacy organizations in attendance on how they can engage MDA on social media in support of the MDA Clinical & Scientific Conference. It is intended for internal use only.

Use Conference Hashtag: #MDAconference

Additional Hashtags:

#MDA #MuscularDystrophy #Neuromuscular #ALS #ClinicalCare #Research

Tagging:

LinkedIn: [Muscular Dystrophy Association](#)

Facebook: [Muscular Dystrophy Association](#)

Twitter: [@MDAorg](#)

Instagram: [@MDAorg](#)

Social Media Posting Tips:

- Be sure to “follow” MDA and tag us in your social posts.
- Repurpose any of the below content in support of the 2023 MDA Clinical & Scientific Conference
- Always include a visual for added engagement.
- Implement hashtags: #MDAconference, #MDA, #musculardystrophy, #ALS (and other relevant disease hashtags), #neuromuscular, #clinicalcare, #research where appropriate

Key Messages:

- **Pre-Conference**
 - [Dropbox contains images for: Supporter/Sponsor, Panelist, Advocacy partner](#)
 - **Option 1 Copy for **Supporter/Sponsor** image from dropbox:**
 - **LinkedIn/Facebook:** Proud to be a partner of the Muscular Dystrophy Association’s [TAG] 2023 MDA Clinical and Scientific Conference in Dallas, March 19-22. The conference will explore the latest research advancements and clinical achievements in #neuromuscular disease. Hope to see you there! Learn more: [mdaconference.org](#) #MDAconference #MuscularDystrophy #ALS
 - **Twitter:** Proud to be a partner of @mdaorg’s 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22. The conference will explore the latest research advancements & clinical achievements in #neuromuscular disease. Learn more: [mdaconference.org](#) #MDAconference #MDA

- **Instagram:** Proud to be a partner of @mdaorg's 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22. The conference will explore the latest research advancements and clinical achievements in #neuromuscular disease. Hope to see you there! Learn more at the link in my bio. #MDAconference #MuscularDystrophy #ALS [add mdaconference.org to bio]
- **Option 2 Copy for Panelist:** [Graphic](#)
 - **LinkedIn/Facebook:** Excited to be a panelist at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference #musculardystrophy #ALS
 - **Twitter:** Excited to be a panelist at @mdaorg's 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference #musculardystrophy #ALS
 - **Instagram:** Excited to be a panelist at @mdaorg's 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more at the link in my bio. #MDAconference #musculardystrophy #ALS [add mdaconference.org to bio]
- **Option 3 Copy for Advocacy partner:**
 - LinkedIn/Facebook: Excited to be an Advocacy partner at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference #musculardystrophy #ALS
 - Twitter: Excited to be an Advocacy partner at @mdaorg's 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference #musculardystrophy #ALS
 - Instagram: Excited to be an Advocacy partner at @mdaorg's 2023 MDA Clinical & Scientific Conference in Dallas, March 19-22, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more at the link in my bio. #MDAconference #musculardystrophy #ALS [add mdaconference.org to bio]
- **On-Site Arrival**
 - **Suggested Image:** Photo at conference in exhibit hall, by booth, by MDA signage
 - **Option 1:**
 - **LinkedIn/Facebook:** We're live at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference in Dallas! Now through the 22nd, we'll be hearing from more than 100 renowned expert presenters in dozens of sessions on the latest

research advancements and clinical achievements in #neuromuscular disease. It's sure to be an informative week! #MDAconference #musculardystrophy #ALS #MDA

- **Twitter:** We're live at @mdaorg's 2023 MDA Clinical & Scientific Conference! Now through the 22nd, we'll be hearing from more than 100 renowned experts in dozens of sessions on the latest research advancements in #neuromuscular disease. It's sure to be an informative week! #MDAconference
- **Instagram:** We're live at @mdaorg's 2023 MDA Clinical & Scientific Conference in Dallas! Now through the 22nd, we'll be hearing from more than 100 renowned expert presenters in dozens of sessions on the latest research advancements and clinical achievements in #neuromuscular disease. It's sure to be an informative week! #MDAconference #musculardystrophy #ALS

- **Option 2:**

- **LinkedIn/Facebook:** Excited to be here in Dallas at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference
- **Twitter:** Excited to be here in Dallas at @mdaorg's 2023 MDA Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference
- **Instagram:** Excited to be here in Dallas at @mdaorg's 2023 MDA Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference

- **Option 3:**

- **LinkedIn/Facebook:** Excited to be here in Dallas at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference, where we are representing [insert organization name and TAG]. #MDAconference
- **Twitter:** Excited to be here in Dallas at @mdaorg's 2023 MDA Clinical & Scientific Conference, where we are representing [insert organization name and TAG]. #MDAconference
- **Instagram:** Excited to be here in Dallas at @mdaorg's 2023 MDA Clinical & Scientific Conference, where we are representing [insert name of organization and TAG]. #MDAconference

- **Presentation-Specific News**

- **Suggested Image:** Photo of presentation

- **Option 1 Attending presentations:**

- **LinkedIn/Facebook:** Very informative presentation on [insert topic] from [insert and tag presenter] today at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical &

Scientific Conference. [insert sentence on any presentation specific news]
#MDAconference #musculardystrophy #als #neuromuscular

- **Twitter:** Very informative presentation on [insert topic] from [insert and tag presenter] today at @mdaorg's 2023 MDA Clinical & Scientific Conference. [insert sentence on any presentation specific news] #MDAconference #musculardystrophy #als #neuromuscular
- **Instagram:** Very informative presentation on [insert topic] from [insert and tag presenter] today at @mdaorg's 2023 MDA Clinical & Scientific Conference. [insert sentence on any presentation specific news] #MDAconference #musculardystrophy #als #neuromuscular

- **Option 2 Panelist:**

- **LinkedIn/Facebook:** I was honored to participate as a panelist at the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference #musculardystrophy #als #neuromuscular
- **Twitter:** I was honored to participate as a panelist at @mdaorg's 2023 MDA Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference #musculardystrophy #als #neuromuscular
- **Instagram:** I was honored to participate as a panelist at @mdaorg's 2023 MDA Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference #musculardystrophy #als #neuromuscular

- **Recap Post**

- **Suggested Image:** Photo at conference

- **Option:**

- **LinkedIn/Facebook:** This past week, [insert organization name or pronoun] was honored to attend the Muscular Dystrophy Association's [TAG] 2023 MDA Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is now becoming a reality for thousands of patients with #MuscularDystrophy and related #neuromuscular diseases. Thank you, #MDA, for hosting such a groundbreaking event! #MDAconference
- **Twitter:** [insert organization name or pronoun] was honored to attend @mdaorg's 2023 MDA Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is becoming a reality for thousands living with #neuromuscular disease. Thank you, #MDA!
- **Instagram:** This past week, [insert organization name or pronoun] was honored to attend @mdaorg's 2023 MDA Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is now becoming a reality for



thousands of patients with #MuscularDystrophy and related #neuromuscular diseases.
Thank you, #MDA, for hosting such a groundbreaking event! #MDAconference