

# 2024

CONFERENCE  
SOCIAL MEDIA KIT



**MDA**<sup>®</sup>

CLINICAL &  
SCIENTIFIC  
CONFERENCE

## 2024 MDA Clinical & Scientific Conference - Social Media Toolkit

*This document is meant to inform 2024 MDA Clinical & Scientific Conference registrants, participants, sponsors, and advocacy organizations in attendance on how they can engage MDA on social media in support of the 2024 MDA Clinical & Scientific Conference.*

**Use Conference Hashtag:** #MDAconference

### Additional Hashtags:

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

### Tagging:

LinkedIn: [@Muscular Dystrophy Association](#)

Facebook: [@MDAorg](#)

Twitter: [@MDAorg](#)

Threads: [@MDAorg](#)

Instagram: [@MDAorg](#)

### Social Media Posting Tips:

- Be sure to “follow” @MDAorg on Facebook, Twitter, Threads, Instagram, and @Muscular Dystrophy Association on LinkedIn, and tag us in your social posts relating to #MDAconference.
- Repurpose any of the below content in support of the 2024 MDA Clinical & Scientific Conference
- Always include a visual for added engagement (see Dropbox and take photos on site).
- Implement hashtags: #MDAconference, #MDA, #Neuromuscular #MuscularDystrophy, #ALS (and other relevant disease hashtags), #ClinicalCare, #Research where appropriate

**Assets:** [Dropbox](#) contains folders of images sized for each social media channel for: Registrants, Partner/Sponsor, Panelist, Advocacy partner

### Key Messages:

- **Pre-Conference**
  - **For Registrants use image from Dropbox:**
    - **LinkedIn:** I’ve registered for the 2024 @Muscular Dystrophy Association 2024 Clinical & Scientific Conference. I hope to see you there March 3-6, in Orlando as we explore the latest research advancements and clinical achievements in #neuromuscular disease. Learn more: [mdaconference.org](#)  
#MDAconference #MuscularDystrophy #ALS
    - **Facebook:** I’ve registered for the 2024 @MDAorg Clinical & Scientific Conference and I hope to see you there March 3-6, in Orlando, March 3-6, 2024. The conference will explore the latest research advancements and clinical achievements in neuromuscular disease. Learn more: [mdaconference.org](#)  
#MDAconference

- **Twitter:** I've registered for the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6. The conference will explore the latest research advancements & clinical achievements in #neuromuscular disease. Learn more: [mdaconference.org](https://mdaconference.org) #MDAconference
- **Threads:** I've registered for the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6. The conference will explore the latest research advancements & clinical achievements in neuromuscular disease. Learn more: [mdaconference.org](https://mdaconference.org)
- **Instagram:** I've registered for the 2024 @MDAorg 2024 Clinical & Scientific Conference. I hope to see you there March 3-6, in Orlando as we explore the latest research advancements and clinical achievements in #neuromuscular disease. Learn more at the link in my bio: [mdaconference.org](https://mdaconference.org) [add [mdaconference.org](https://mdaconference.org) to bio] #MDAconference #MuscularDystrophy #ALS
- **For Supporter/Sponsor use image from Dropbox:**
  - **LinkedIn:** Proud to be a partner of the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference in Orlando, March 3-6. The conference will explore the latest research advancements and clinical achievements in #neuromuscular disease. Hope to see you there! Learn more: [mdaconference.org](https://mdaconference.org) #MDAconference #MuscularDystrophy #ALS
  - **Facebook:** Proud to be a partner of the 2024 @MDAorg 2024 Clinical & Scientific Conference in Orlando, March 3-6. The conference will explore the latest research advancements and clinical achievements in #neuromuscular disease. Hope to see you there! Learn more: [mdaconference.org](https://mdaconference.org) #MDAconference #MuscularDystrophy #ALS
  - **Twitter:** Proud to be a partner of the 2024 @MDAorg MDA Clinical & Scientific Conference in Orlando, March 3-6. The conference will explore the latest research advancements & clinical achievements in #neuromuscular disease. Learn more: [mdaconference.org](https://mdaconference.org) #MDAconference
  - **Threads:** Proud to be a partner of the 2024 @MDAorg MDA Clinical & Scientific Conference in Orlando, March 3-6. The conference will explore the latest research advancements & clinical achievements in neuromuscular disease. Learn more: [mdaconference.org](https://mdaconference.org)
  - **Instagram:** Proud to be a partner of the 2024 @MDAorg MDA Clinical & Scientific Conference in Orlando, March 3-6. 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](https://mdaconference.org) to bio]

- For **Panelist** use image from Dropbox
  - **LinkedIn:** Excited to be a panelist at the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference
  - **Facebook:** Excited to be a panelist at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference
  - **Twitter:** Excited to be a panelist at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference
  - **Threads:** Excited to be a panelist at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org
  - **Instagram:** Excited to be a panelist at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more at the link in my bio. [add mdaconference.org to bio] #MDAconference
- For **Advocacy partner** use image from Dropbox
  - **LinkedIn:** Excited to be an Advocacy partner at the @Muscular Dystrophy Association's 2024 MDA Clinical & Scientific Conference in Orlando, March 3-6 where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference #Neuromuscular #MuscularDystrophy #ALS
  - **Facebook:** Excited to be an Advocacy partner at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6 where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference
  - **Twitter:** Excited to be an Advocacy partner at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org #MDAconference
  - **Threads:** Excited to be an Advocacy partner at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, where I will be presenting on [insert sentence about presentation]. Hope to see you there! Learn more: mdaconference.org

- **Instagram:** Excited to be an Advocacy partner at the 2024 @MDAorg Clinical & Scientific Conference in Orlando, March 3-6, 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:** We're live at the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference in Orlando! Now through March 6, 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
- **Facebook:** We're live at the 2024 @MDAorg Clinical & Scientific Conference in Orlando! Now through March 6, 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
- **Twitter:** We're live at the 2024 @MDAorg Clinical & Scientific Conference! Now through March 6, 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
- **Threads:** We're live at the 2024 @MDAorg Clinical & Scientific Conference! Now through March 6, 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!
- **Instagram:** We're live at the 2024 @MDAorg Clinical & Scientific Conference in Orlando! Now through March 6, 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:** Excited to be here in Orlando at the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference
- **Facebook:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference
- **Twitter:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference

- **Threads:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic].
- **Instagram:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we'll be presenting on [insert presentation topic]. #MDAconference
- **Option 3:**
  - **LinkedIn:** Excited to be here in Orlando at the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference, where we are representing [insert organization name and TAG]. #MDAconference
  - **Facebook:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we are representing [insert organization name and TAG]. #MDAconference
  - **Twitter:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we are representing [insert organization name and TAG]. #MDAconference
  - **Threads:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we are representing [insert organization name and TAG].
  - **Instagram:** Excited to be here in Orlando at the 2024 @MDAorg Clinical & Scientific Conference, where we are representing [insert name of organization and TAG]. #MDAconference
- **Presentation-Specific News**
  - **Suggested Image:** Photo of presentation
  - **For attending presentations:**
    - **LinkedIn:** Very informative presentation on [insert topic] from [insert and tag presenter] today at the @Muscular Dystrophy Association 2024 MDA Clinical & Scientific Conference. #MDAconference
    - **Facebook:** Very informative presentation on [insert topic] from [insert and tag presenter] today at the 2024 @MDAorg 2024 Clinical & Scientific Conference. [insert sentence on any presentation specific news] #MDAconference
    - **Twitter:** Very informative presentation on [insert topic] from [insert and tag presenter] today at @MDAorg's 2024 MDA Clinical & Scientific Conference. [insert sentence on any presentation specific news] #MDAconference #MuscularDystrophy #ALS #Neuromuscular
    - **Threads:** Very informative presentation on [insert topic] from [insert and tag presenter] today at @MDAorg's 2024 MDA Clinical & Scientific Conference. [insert sentence on any presentation specific news]

- **Instagram:** Very informative presentation on [insert topic] from [insert and tag presenter] today at the 2024 @MDAorg Clinical & Scientific Conference. [insert sentence on any presentation specific news] #MDAconference #Neuromuscular #MuscularDystrophy #ALS

- **For panelist:**

- **LinkedIn:** I was honored to participate as a panelist at the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference
- **Facebook:** I was honored to participate as a panelist at the 2024 @MDAorg Muscular Dystrophy Association Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference
- **Twitter:** I was honored to participate as a panelist at the 2024 @MDAorg Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference
- **Threads:** I was honored to participate as a panelist at the 2024 @MDAorg Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news]
- **Instagram:** I was honored to participate as a panelist at the 2024 @MDAorg Clinical & Scientific Conference. We discussed [insert sentence on any presentation specific news] #MDAconference

- **Recap Post**

- **Suggested Image:** Photo at conference

- **Option:**

- **LinkedIn:** This past week, [insert organization name or pronoun] was honored to attend the 2024 @Muscular Dystrophy Association Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is now becoming a reality for thousands of people living with #MuscularDystrophy and related #neuromuscular diseases. Thank you, #MDA, for hosting such a groundbreaking event! #MDAconference
- **Facebook:** This past week, [insert organization name or pronoun] was honored to attend the 2024 @MDAorg Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is now becoming a reality for thousands of people living 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 the 2024 @MDAorg Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is becoming a reality for people living with #neuromuscular disease. Thank you, #MDA!

- **Threads:** [insert organization name or pronoun] was honored to attend the 2024 @MDAorg Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is becoming a reality for people living with neuromuscular disease. Thank you, MDA!
- **Instagram:** This past week, [insert organization name or pronoun] was honored to attend the 2024 @MDAorg Clinical & Scientific Conference. The conference has proven that hope for a longer, more independent life is now becoming a reality for thousands of people living with #MuscularDystrophy and related #neuromuscular diseases. Thank you, #MDA, for hosting such a groundbreaking event!  
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