



Website and social media

Using your website and social media channels is a quick and easy way of promoting the MND Charter and your support for it to a wider audience.

WEBSITE

Here is some sample wording for you to use on your website:

<COUNCIL NAME> has agreed to adopt the motor neurone disease (MND) Charter in support of local people living with this terminal disease and their carers.

MND is a fatal, rapidly progressing disease that can leave people locked in a failing body, unable to move, talk and eventually breathe. It kills around a third of people within a year of diagnosis, and more than half within two years. There is no cure.

Unfortunately, MND is still little understood and this contributes to many people with the disease not receiving the care and support they need. The MND Charter was launched to change this.

Read the MND Charter at www.mndcharter.org

Or upload the MND Charter to your website and include a link

<COUNCILLOR OR COUNCIL REPRESENTATIVE QUOTE, AMEND AS NECESSARY> “I am delighted our council has agreed to adopt the MND Charter. It is vital that more people are aware of the needs of people with MND so those living with this devastating disease can maximise their quality of life and die with dignity”.

Chris James, Director of External Affairs for the MND Association said “The importance of the MND Charter is undeniable. We want everyone to be clear that access to the right care, in the right place, at the right time, as set out in our Charter, can transform lives.”

SOCIAL MEDIA

Here are some ideas to help you promote your support on Facebook and Twitter

- Post a photo of staff/councilors with the MND Charter materials
- Mention our @mndcampaigns or @mndassoc Twitter account in your tweet
- Share photos or write a message on our Facebook wall
www.facebook.com/mndcampaigns or www.facebook.com/mndassociation

This enables us to share your support with a wider audience

- Use hashtags - #MND and #ChampionTheCharter when you tweet. This will ensure your tweet is seen by more people, help build momentum for this campaign and allows us to track activity.

Here is a sample tweet and Facebook post you can adapt and use:

Tweet

We are delighted to adopt and #ChampionTheCharter in support of local people with motor neurone disease, their carers and the @mndassoc #MND

Facebook post

<Council name> has agreed to adopt the motor neurone disease (MND) Charter in support of local people living with this terminal disease and their carers.

MND is a fatal, rapidly progressing disease that can leave people locked in a failing body, unable to move, talk and eventually breathe. It kills around a third of people within a year of diagnosis, and more than half within two years. There is no cure.

By adopting the MND Charter, we agree to promote it to all those working for, and with, the council to better understand the needs of people with MND and their carers.