



Social Media Code of Conduct

Our social media channels exist to connect the neuromuscular community, share research and information, and build a movement for change. We want them to be a safe, respectful and welcoming place for everyone: people living with neuromuscular conditions, their families and carers, supporters, health professionals, and the wider public.

This code sets out what you can expect from us, and what we ask of you, when you interact with Muscular Dystrophy Australia on [Instagram, Facebook and LinkedIn]. By taking part in our online communities, you agree to follow it.

The spirit of this space

We speak with our community, not about it. We welcome questions, honest discussion and different points of view, including disagreement when it is done with respect. What we don't accept is behaviour that makes these spaces unsafe or unwelcoming for others.

What we welcome

- Genuine, respectful conversation, including disagreement done in good faith.
- Questions about our work, our research, our programs, and how to get involved.
- People sharing their own experience and supporting others in the community.
- Constructive feedback. If we can do something better, tell us.

What's not okay

We will hide, remove or report content, and may restrict or block accounts, where people:

- Abuse, harass, threaten or personally attack others.
- Post discriminatory, hateful or demeaning content, including on the basis of disability, race, religion, gender, sexuality or gender identity.
- Spread misinformation about the causes of neuromuscular conditions, or promote unproven, unsafe or "miracle" treatments.
- Post spam, scams or commercial promotion, including multi-level marketing.
- Share someone else's private information, or post content that breaches another person's privacy.
- Impersonate another person or organisation.
- Repeatedly disrupt conversations or post off-topic content.

Strong feelings are welcome here. Cruelty, contempt and discrimination are not.

What our channels aren't for

Social media is good for connection and information, but it isn't the right place for everything. For the things below, please use these channels so we can help you properly:

- **Support & Services:** clientservices@mda.org.au
- **Programs & Events:** programs@mda.org.au

- **Donations and fundraising:** fundraising@mda.org.au
- **General enquiries:** info@mda.org.au or call [\(03\) 9320 9555](tel:0393209555)
- **Clinical or medical advice:** we can't provide individual medical advice online. Please speak with your treating team.

Please don't share personal health or financial details in a public comment. If you do, we may remove the comment to protect your privacy and follow up with you directly.

How we moderate

We moderate our channels to keep them safe and useful for everyone, and we apply this code consistently.

- We may correct misinformation publicly, so that everyone reading has the facts.
- We won't debate personal values or beliefs. Where a comment breaches this code, we'll remove or hide it rather than argue.
- Depending on how serious or repeated a breach is, we may send a reminder, hide or remove a comment, or temporarily or permanently restrict an account.
- We may remove content at our discretion to protect the community.

Moderating these spaces isn't about silencing disagreement. It's about protecting the people in them.

If you're struggling

If you're going through a hard time, please reach out. You don't have to manage it on your own. Our social inboxes aren't monitored around the clock, so they aren't the right way to reach us in a crisis.

- In an emergency, or if you or someone else is in immediate danger, call **000**.
- For support any time, day or night, contact **Lifeline** on **13 11 14** (call or text), or **Beyond Blue** on **1300 22 4636**.
- For support related to your neuromuscular condition, contact us at clientservices@mda.org.au or call **(03) 9320 9555**.

Reporting something

If you see a comment or message that breaches this code, you can report it using each platform's built-in reporting tools, or contact us at info@mda.org.au.

When we'll respond

Our channels are monitored during business hours, and we aim to reply within 1-2 business days. For anything urgent, please use the contacts above.

We review this code from time to time and update it as needed.