

PROMOTIONS GUIDE



MUSCULOSKELETAL
AUSTRALIA

2023 NATIONAL MUSCULOSKELETAL CONSUMER SURVEY

31 October – 31 December

Introduction

Thank you again for providing support for the promotion and distribution of the 2023 National Musculoskeletal Consumer Survey. If you have any questions at any time, please feel free to reach out to either Karla Wignall (General Manager Commercial Services) karla@msk.org.au or Gen Nolan (Policy and Programs Manager) genevieve@msk.org.au

Survey responses will enable Musculoskeletal Australia (MSK) and key stakeholders to respond to the needs of people living with these conditions.

We have provided social media tiles and MP4 files for you to use. We strongly recommend the use of one of these images in your promotional efforts.

Here's what you can do

EDM & E-newsletters

We ask that you promote the survey to your audiences through your current mail-outs or EDMs. We have put together some suggested text to include.

Audience: Other organisations and/or health professionals:

The 2023 National Musculoskeletal Consumer Survey is a consumer-driven survey for people with musculoskeletal conditions. It aims to build a greater understanding of the needs and experiences of this group. Please help to spread the word by encouraging your patients, clients and community members with musculoskeletal conditions to respond to the survey via this link: https://msk.qualtrics.com/jfe/form/SV_dbae3TiQ4JdtHIY

For more information about Musculoskeletal Australia and the survey, please visit www.msk.org.au

Audience: Consumers and community

National Musculoskeletal Consumer Survey

Are you one of the 1 in 3 Australians living a musculoskeletal condition? Back pain, gout, osteoporosis, arthritis, or another muscle, bone or joint condition? Please take part in the 2023 National Musculoskeletal Consumer Survey and have your experience heard.

Take part now – https://msk.qualtrics.com/jfe/form/SV_dbae3TiQ4JdtHIY

OR

We're supporting the 2023 National Musculoskeletal Consumer Survey to help build greater awareness and understanding to improve musculoskeletal care! If you have arthritis, back pain, gout, fibromyalgia, or another muscle, bone or joint condition, share your story and go in the draw for a chance to win one of four \$250 gift vouchers!
Simply click here – https://msk.qualtrics.com/jfe/form/SV_dbae3TiQ4JdtHIY

Your website (use one of the provided images with the following)

Musculoskeletal conditions are a major health issue in Australia, and more needs to be done to recognise and assist people living with these conditions. That's why, Musculoskeletal Australia in partnership with the Australian Rheumatology Association and PainAustralia are conducting the 2023 National Musculoskeletal Consumer Survey to learn more about the lives of people living with these conditions.

This survey provides an opportunity for the one in three Australians affected by musculoskeletal conditions to share their story and have their experience known. Importantly, the knowledge gathered will enable Musculoskeletal Australia and other stakeholders to respond to the needs of people living with these conditions.

Take the survey now and go in the draw for a chance to win one of four \$250 gift vouchers!
https://msk.qualtrics.com/jfe/form/SV_dbae3TiQ4JdtHIY

or to find out more information about the survey, check out –
<https://msk.org.au/2023-national-musculoskeletal-consumer-survey/>

Social Media

Please use the social media tiles provided on your preferred social media platforms. Please contact us if you would like us to create something specific for your audience.

The survey messaging for social media is the same as the messaging listed for EDMs and e-newsletters in this document, excluding "X", for which we suggest:

Do you have arthritis, back pain or other muscle, bone or joint condition? Build awareness & understanding to improve musculoskeletal care by completing the @MSKAust 2023 National Musculoskeletal Consumer Survey. Take 15 minutes & share your story now!
https://msk.qualtrics.com/jfe/form/SV_dbae3TiQ4JdtHIY

Hashtags

Where possible, we encourage the use of the hashtags:
#msksurvey2023
#mskaust

Please don't forget to tag us on socials - we are excited to see how your community responds:

Facebook – <https://www.facebook.com/MSKAust/>
LinkedIn – <https://www.linkedin.com/company/mskaust>
Instagram – <https://www.instagram.com/mskaust/>
X – <https://twitter.com/mskaust>

Conclusion

Thanks again for your support with the promotion of the 2023 National Musculoskeletal Consumer Survey! If possible, we'd love to be kept informed of the promotions you undertake so that we can monitor the reach of the campaign. If you have any questions at any time, please don't hesitate to contact us!

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