

# COMMUNICATING OUR WORK

“To ensure we provide people with MS with the most timely, up to date and accurate information, we need to remain ahead of the game. This year we focused our efforts on investing in a new website, expanding our reach across social media and looking at new ways to raise awareness of our clinical service offerings in regional Queensland.” Melanie Mead, Media and Communications Manager, MS Queensland

## OUR NEW WEBSITE

This year we launched our new website [www.msqld.org.au](http://www.msqld.org.au) after months of consultation and research. The website features new additions to support people with MS including a comprehensive list of our information and education events around Queensland; details on wellness and therapy options in regional Queensland; and an online resource centre offering the latest, reputable information on how to manage MS from across the world. This year we reached more than 46,800 unique visitors (up 32.7%) and we expect these results to improve even further in the coming year as we develop new online tools to educate and support the MS community.

## SOCIAL MEDIA

During the year we dedicated significant time and resources into our social media strategy through the use of Facebook, Twitter and YouTube. Across our Facebook pages we increased our likes by 59% to 16,740 members. Our Twitter feed also gained great traction and our followers increased by 86% to 1,025. Our YouTube channel also saw growth with the release of our 2013 ‘MS Stories’ campaign; we had more than 18,000 views on the channel during the year.

To keep up to date with the work we do, please join our online community:

-  [www.msqld.org.au](http://www.msqld.org.au)
-  [www.facebook.com/msqld](http://www.facebook.com/msqld)
-  [www.twitter.com/#!/msqld](http://www.twitter.com/#!/msqld)
-  [www.youtube.com/user/MSAustraliaQ](http://www.youtube.com/user/MSAustraliaQ)

## EXCELLENCE IN REPORTING

MS Queensland was recognised as one of 10 finalists in the \$5million to \$30million category of the 2012 PwC Transparency Awards for our reporting during 2011–12. We were also awarded a Silver Award at the 2013 Australasian Reporting Awards.

## INFORMING OUR CLIENTS

To support our online presence we produce a monthly e-newsletter, *MS Insight*, for our clients and anyone with an interest in MS. The e-newsletter draws together information on the latest research and studies on MS from around the world and enables us to reach more people across the state, more regularly.

As well as our online communication offerings, we still support people with MS through printed publication for those with vision or dexterity problems. Our premier quarterly magazine, *MS Life*, remains an important tool to allow us to distribute relevant content to people living with MS and their families and carers. The magazine covers a diverse range of topics from MS Queensland news and upcoming MS events to lifestyle and latest developments in MS research.

## IN THE MEDIA

The media, like people with MS, often have many questions about the unpredictability and often invisible symptoms that come with living with MS. During the year we highlighted a number of important MS issues in media outlets across the state – and indeed, across Australia. Newspoll testing showed unaided awareness of MS Queensland at 6.8% (double from 3.4% the previous year). In total, more than \$2.9 million in publicity was generated about MS in Queensland and we reached more than 56 million potential readers (up 26%).

The result of our media presence is already far-reaching but we have much more to do. In 2013–14 we plan to widen our media efforts and further promote our work across regional Queensland; promote early diagnosis by educating the public about what MS is and what the symptoms are; and to step up our advocacy efforts in readiness for the introduction of DisabilityCare Australia.

## MS IN THE MEDIA

MEDIA ACHIEVED	2010–11	2011–12	2012–13
Total media hits	227	456	726
Total television	21	59	76
Total radio	34	97	219
Total print/magazine	155	244	399
Total online	17	56	68
Estimated publicity value	\$1,182,164	\$2,362,153	\$2,905,109