



transplant australia

make the most of life.

VOICES OF TRANSPLANT AUSTRALIA BLOG GUIDELINES



ABOUT

With so many inspiring stories in our community we want your voice to be heard!

Transplant Australia is launching a new corporate website in February 2015, in line with this launch the Transplant Australia blog will also be introduced.

With such a diverse membership that includes recipients, their families, living donors and donor families, we want to voice all sides of organ donation. Our hope is to draw the community together by allowing our members to get to know stories from other families, provide support and hope for all members and reaffirm the strength and bond of the transplant community.

Being a contributor is your time to shine! Share your story, voice your opinion on organ donation and provide an engaging piece to excite and motivate your community.

This blog will be posted weekly by an array of authors, including transplant physicians, nutritionist specialists, living donors, donor recipients, family and supporters of recipients, Transplant Australia staff and students.

This blog will provide a more engaging and informative experience on the website, along with providing key insights from a medical perspective and support to everyone affected by transplantation with the inclusion of stories of hope.

GUIDELINES

Guidelines

A Transplant Australia Blog offers the opportunity for engagement between members and enriches the member experience.

Transplant Australia and its state committees have long histories and are highly respected organisations. It is important that Transplant Australia's reputation is not tarnished by any contributors, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with Transplant Australia, and/or discusses their involvement in the organisation in this type of forum, they are expected to express themselves appropriately, and in ways that are consistent with Transplant Australia's stated values and policies.

This policy aims to provide some guiding principles to follow when making a contribution to the Transplant Australia Blog that might affect members, colleagues, clients, sponsors or Transplant Australia as an organisation.

Guiding Principles

1. A post cannot be anonymous. Contributors must be aware that everything they write can be traced back to them. Honesty is always the best policy, especially online. It is important that Transplant Australia members think of the blog as a permanent record of online actions and opinions.

2. Whilst Transplant Australia will take contributions from the public, it has the right to refuse posting a contribution, or may request edits before final approval. All requests must be adhered to.
3. Due to the unique nature of Transplant Australia, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a volunteer for Transplant Australia. Transplant Australia considers that all members of Transplant Australia are its representatives.
4. When using the Internet for professional or personal pursuits, all members must respect the Transplant Australia brand and follow the guidelines in place to ensure Transplant Australia's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation is brought into disrepute.
5. Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames.
6. Must not comment on, or publish, information that is confidential or in any way sensitive to Transplant Australia, its affiliates, partners or sponsors; and
7. Must not bring the organisation into disrepute.
8. Furthermore, Transplant Australia members and staff may not use the Transplant Australia brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of Transplant Australia.
9. Under no circumstance should offensive comments be made about Transplant Australia members or staff online.
10. Contributors are unable to mention any specifics of anyone's transplant, this includes but is not limited to exact date of transplant (year of transplant is acceptable), hospital in which transplant was received and if known who their donor was.
11. Once published on our website, the piece becomes the intellectual property of Transplant Australia.
12. Your blog piece may be removed at any time without notice at the discretion of Transplant Australia.
13. More information and guidelines are available on Transplant Australia's social media policy.

KEY MESSAGES

All contributions are to be of a positive nature, below are key underlying messages that could be found in your piece:

1. Share your story and give hope to those waiting
2. Inspire the public with your real life story, highlighting how donation has improved your life and why they should register to save someone's life
3. Your second chance and how you are making the most of life
4. The Transplant Australia community is here to support each other
5. Share your accomplishments and achievements

GET YOUR VOICE HEARD; THE NEXT STEPS!

1. Write your piece, we recommend 800-1000 words, it's your voice so you can choose any topic close to your heart. Make sure your topic is related to transplantation or focuses on one of the suggested topics.
2. Submit it to elise@transplant.org.au for consideration
3. Edits and changes may be requested by head office, these are to be completed by the date requested by the head office representative to meet publication deadlines
4. Blog piece to be uploaded every Thursday on the Transplant Australia website