



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!

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 have an array of authors, including transplant physicians, nutritionist specialists, living donors, donor recipients, family and supporters of recipients, Transplant Australia staff and students.

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

GUIDELINES

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

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.

A Few Things to remember:

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. 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.

3. 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.
4. Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames.
5. Must not bring the organisation into disrepute.
6. 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.
7. Your blog piece may be removed at any time without notice at the discretion of Transplant Australia.
8. More information and guidelines are available on Transplant Australia's social media policy.

GET YOUR VOICE HEARD; THE NEXT STEPS!

1. Write your piece, we recommend 500-800 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 contactus@transplant.org.au for consideration
3. Edits and changes may be requested, these are to be completed by the date requested by the office representative to meet publication deadlines.
4. Blog piece to be uploaded on the Transplant Australia website