



# WALK SO KIDS CAN TALK

IN SUPPORT OF



SOCIAL MEDIA TOOLKIT FOR SUPPORTERS

# **BMO Walk so Kids Can Talk brings communities across the country together to raise awareness and funds for Kids Help Phone. Join us in person or virtually on Sunday, May 3rd, 2026 to rally support for youth mental health from coast to coast to coast.**

The demand for our services continues to grow. With your support we can show young people there's a place for them to Feel Out Loud and access youth mental health support whenever they need it most.



## **THROUGH YOUR SUPPORT KHP HAS BEEN ABLE TO:**

Interact with young people across Canada more than **22 million times**.

Provide a safe and trusted place for young people to Feel Out Loud. Last year, **80% of texters** said they felt less upset after interacting with Kids Help Phone.

**75% of texters** said they shared something with @KidsHelpPhone that they have never shared with anyone else

Throughout the months of **March, April and May**, KHP will be promoting and engaging with BMO Walk so Kids Can Talk content on our social channels. Through your engagement and sharing of BMO Walk so Kids Can Talk resources on social, you can help raise awareness and show young people that their feelings always have a place to go. **We hope you'll consider supporting us through your social channels.**

## HOW YOU CAN SUPPORT US ON SOCIAL

Tag us at **@KidsHelpPhone** in all your 2026 BMO Walk so Kids Can Talk posts.

We'll help amplify the message by re-posting or engaging.

Link to [www.walksokidscantalk.ca](http://www.walksokidscantalk.ca) in your posts.

Use the hashtags  
**#BMOWalkSoKidsCanTalk**  
and **#FeelOutLoud** in your posts

**Like, share, comment or re-post** any  
of the 2026 BMO Walk so Kids Can  
Talk content we post on our channels

## ON MAY 3RD (EVENT DAY)

Please post to your channels on **event day**, ideally using **Instagram Stories**, which are a quick, easy, and fun way to share content without taking much time to create. KHP will be re-posting participant's content throughout the day so this is a great opportunity for amplification.

## KIDS HELP PHONE CONTACT INFORMATION

**Call 1-800-668-6868** to speak  
with a professional counsellor

**Youth can text 686868**  
to connect with a trained,  
volunteer crisis responder

**Adults can text 741741**  
to connect with a trained,  
volunteer crisis responder

**Live Chat with a**  
professional counsellor online at  
**KidsHelpPhone.ca**  
[7 p.m. to midnight ET]

## MESSAGE TEMPLATES

We encourage you to post in **your own unique voice** and engage with the content that feels right. In order to help guide the messaging of your posts, we have created the following key messages and phrase templates to insert into your posts. For examples on how to use these phrases, see the message templates below.

### EVENT SPECIFIC MESSAGES

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Join us on May 3rd at sites across Canada to show young people Kids Help Phone is the place for every feeling!  
**#BMOWalkSoKidsCanTalk #FeelOutLoud**

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Join a team, create your own team, register as an individual or donate – there are multiple options to support **@KidsHelpPhone!**  
**#BMOWalkSoKidsCanTalk**

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You can join **@KidsHelpPhone** in-person at one of our event sites across Canada!

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Together, we can show young people that their feelings always have a place to go. **#BMOWalkSoKidsCanTalk**

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The **#BMOWalkSoKidsCanTalk** is all ages. Bring the whole family and support barrier-free access to youth mental health care in Canada! **#FeelOutLoud**

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### YOUTH MENTAL HEALTH MESSAGES

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Together, we can unlock the **#hope** young people need to thrive in their world. **#FeelOutLoud @KidsHelpPhone**

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Give young people's feelings a place to go and support the **#BMOWalkSoKidsCanTalk @KidsHelpPhone**

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No challenge too big, no feeling too small. Let's help youth feel supported and heard! **#BMOWalkSoKidsCanTalk #FeelOutLoud @KidsHelpPhone**

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Youth reach out to **@KidsHelpPhone** for concerns about anxiety, stress, relationships, depression, suicide and isolation. Youth need our support now, more than ever.. That's why I'm supporting the 2026 **#BMOWalkSoKidsCanTalk**

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### IMPACT MESSAGES

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75% of texters said they shared something with **@KidsHelpPhone** that they have never shared with anyone else

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One in two youth struggle with their mental health alone. This is not fine. **@KidsHelpPhone**

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The issues young people reach out to **@KidsHelpPhone** about are more complex than ever before. **@KidsHelpPhone** helps young people with disordered eating and body image, suicidal ideation, racism and climate anxiety to name a few.

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For over 36 years **@KidsHelpPhone** has delivered clinical services in every corner of Canada. These include professional counselling via phone and live chat, crisis texting support and an online Peer-to-Peer community.

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For over 36 years, **@KidsHelpPhone** has been a place where generations of young people can **#FeelOutLoud** about any issue, big or small.

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## MESSAGE TEMPLATES

The following are message templates based on the above phrasing. Please be sure to edit and customize your posts before posting to your channels.

We support **@KidsHelpPhone** and will be raising critical funds for youth mental health in this year's **#BMOWalkSoKidsCanTalk**. Join us at [insert specific site location either in-person or virtual] and let's give young people's feelings a place to go! **#FeelOutLoud**



On Sunday, May 3rd we will be [walking/participating/donating] to support youth mental health at the 2026 **#BMOWalkSoKidsCanTalk #FeelOutLoud**!



On Sunday, May 3rd we will show all young people that there's a place to go with any feeling. You can help support [me/my team] at **#BMOWalkSoKidsCanTalk** by donating at the following link [insert personal donation link]!



Did you know you can join the **#BMOWalkSoKidsCanTalk** event virtually? If you're unable to attend at one of the in-person sites across Canada on May 3rd, check out [walksokidscantalk.ca](https://walksokidscantalk.ca) for a list of virtual locations you can join from! I'll be joining from [insert virtual location here]!



Wondering how you can support youth mental health in Canada? Tap the link [<https://walksokidscantalk.ca/Register>] to register for the **#BMOWalkSoKidsCanTalk** and join me on May 3rd! **#FeelOutLoud**



As a partner of **@KidsHelpPhone**, we've seen first-hand how critical the situation is for youth mental health in Canada. Let's come together at the **#BMOWalkSoKidsCanTalk** on May 3rd and show them that we're here for all their feelings, no challenge too big or feeling too small. See you there!

