



Social Media Toolkit for Individuals and Teams

Walk so Kids Can Talk presented by BMO is the single largest day of action where communities across Canada walk in support of Kids Help Phone. This year's Walk so Kids Can Talk takes place on Sunday, May 1, 2022, and we have created this social media toolkit to help our dedicated walkers build awareness and excitement for the Walk, raise funds and recruit volunteers. With your help, we can support youth mental health and well-being and ensure young people can always access the support they need, in the way they need it most!

Spread the message on social media

Below you will find some suggested messaging that you can share on social media to encourage your friends, family and colleagues to **register**, **fundraise** and **get involved** with the Walk and Kids Help Phone!

Kids Help Phone Social Media Channels

Facebook	@KidsHelpPhone
Instagram	@kidshelpphone
LinkedIn	@KidsHelpPhone
Twitter	@KidsHelpPhone

REGISTER: Encourage others to register and walk with you!

I'm proud to be supporting @KidsHelpPhone at the #WalkSoKidsCanTalk presented by @BMO! Join me on Sunday, May 1 and help ensure young people always have someone to turn to <https://walksokidscantalk.ca>

For over 30 years @KidsHelpPhone has been there for young people whenever they need to talk. That's why I'm supporting the #WalkSoKidsCanTalk presented by @BMO on Sunday, May 1: <https://walksokidscantalk.ca>

Support the #WalkSoKidsCanTalk presented by @BMO on Sunday, May 1 and help ensure @KidsHelpPhone is always there for young people: <https://walksokidscantalk.ca>

FUNDRAISE: Reach your fundraising goals by rallying support from your friends, family and colleagues!

I'm walking to support youth mental health and well-being and @KidsHelpPhone at the #WalkSoKidsCanTalk presented by @BMO! Help me reach my fundraising goal: **(insert link to fundraising page)**

Help me beat my fundraising goal for the #WalkSoKidsCanTalk presented by @BMO! Support me today: **(insert link to fundraising page)**

I'm almost at the finish line! Help me hit my **\$(insert amount)** goal for the #WalkSoKidsCanTalk presented by @BMO: **(insert link to fundraising page)**

GET INVOLVED: Call on your supporters to register, fundraise, donate or volunteer!

Hey friends and family! Walk, donate or volunteer with me at the #WalkSoKidsCanTalk presented by @BMO on Sunday, May 1: <https://walksokidscantalk.ca>

You can support @KidsHelpPhone too! Walk with me or donate to the #WalkSoKidsCanTalk presented by @BMO on Sunday, May 1: <https://walksokidscantalk.ca>

For over 30 years, @KidsHelpPhone has been supporting youth mental health and well-being. Walk, donate or volunteer at the #WalkSoKidsCanTalk presented by @BMO on Sunday, May 1 to support young people.

Helpful Tips:

- Follow Kids Help Phone on Facebook, Twitter, LinkedIn and Instagram and share or retweet social media posts about the Walk and the important work we do;
- Lead the way in your fundraising efforts by making the first donation to your individual or team fundraising page;
- Include lots of photos and videos to go along with the above suggested messaging that showcase you and/or your team getting ready for the Walk, your fundraising efforts or post about your experience participating in last year's Walk;
- Share the reason why you are walking to support Kids Help Phone on social media;
- Thank everyone who supported you along the way in your fundraising goals.

Thank you for your support!



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