



# WALK SO KIDS CAN TALK

IN SUPPORT OF



**SOCIAL MEDIA TOOLKIT FOR SUPPORTERS**



## BACKGROUND

**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 4th, 2025 to rally support for youth mental health from coast to coast to coast.**

The demand for our services continues to grow. Your support can help ensure that KHP can meet the unique needs of youth from coast to coast to coast.



## THROUGH YOUR SUPPORT KHP HAS BEEN ABLE TO:

Have nearly **22 million interactions** since 2020

Between February 2018 (the launch of the texting service) and December 31, 2024, KHP has had more than **1.2 million interactions** with service users over text

**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 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 2025 BMO Walk so Kids Can Talk posts. We'll help amplify the message by re-posting or engaging.

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

Link to any of the following pages:

[General](#)

[Donation](#)

[Registration](#)

[Locations](#)

**Like, share, comment or re-post** any of the 2025 BMO Walk so Kids Can Talk content we post on our channels

## ON MAY 4TH (EVENT DAY)

If possible, please post to your channels on **event day**. Our recommendation is to use **Instagram Stories** (if you have an Instagram account) which is an easy and fun way to post that doesn't take much time to create. KHP will be re-posting Walk so Kids Can Talk 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

Chat with a professional counsellor 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 4th 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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Concerns that youth reach out to **@KidsHelpPhone** about include anxiety, stress, relationships, depression and suicide and isolation. Youth need our support now, more than ever. That's why I'm supporting the 2025 **#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 35 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 35 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 4th we will be *[walking/participating/donating]* to support youth mental health at the 2025 **#BMOWalkSoKidsCanTalk #FeelOutLoud !**



On Sunday, May 4th 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 4th, 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 **#mentalhealth** in Canada? Tap the link [\[https://walksokidscantalk.ca/Register\]](https://walksokidscantalk.ca/Register) to register for the **#BMOWalkSoKidsCanTalk** and join me on May 4th! **#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 4th and show them that we're here for all their feelings, no challenge too big or feeling too small. See you there!

