

Sunday, May 6, 2018

No young person can  
achieve well-being alone.

REGISTER. FUNDRAISE. DONATE.

[www.walksokidscantalk.ca](http://www.walksokidscantalk.ca)

#WalksoKidsCanTalk



## 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 6, 2018 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!

#### 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 6 and help ensure young people always have someone to turn to: <https://walksokidscantalk.ca>

Kids need to know it's OK to reach out and that's why I'm supporting the #WalksoKidsCanTalk presented by BMO on Sunday, May 6: <https://walksokidscantalk.ca> @KidsHelpPhone

Support the #WalksoKidsCanTalk presented by BMO on Sunday, May 6 and 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)** @KidsHelpPhone

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)** @KidsHelpPhone

## 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 6: <https://walksokidscantalk.ca> @KidsHelpPhone

You can support @KidsHelpPhone too! Walk with me or donate to the #WalksoKidsCanTalk presented by BMO on Sunday, May 6: <https://walksokidscantalk.ca>

Walk, donate or volunteer at the #WalksoKidsCanTalk presented by BMO on Sunday, May 6 to support @KidsHelpPhone and youth mental health and well-being: <https://walksokidscantalk.ca>

## 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
- Join our [Facebook event page for Walk so Kids Can Talk](#) and invite your friends, family and colleagues!
- Download the Walk so Kids Can Talk Facebook cover photo for your profile here: <https://walksokidscantalk.ca/fundraising-tools/>
- 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!**



/KidsHelpPhone



@KidsHelpPhone



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