# Sample Social Media Posts

# Twitter

## Generic

Take crucial steps toward eliminating #mentalhealth stigma. #CHEO youth need your support on Sept 16. Register for #RBCRacefortheKids: <http://bit.ly/2tfZLHs>

You can help eliminate #mentalhealth stigma. Help #CHEO patients on Sept 16. Register for #RBCRacefortheKids: <http://bit.ly/2tfZLHs>

Make strides in #mentalhealth care and support patients at #CHEO. On Sept 16, lace up and participate in #RBCRacefortheKids: <http://bit.ly/2tfZLHs>

You can make a difference for children and youth facing #mentalhealth challenges. Join #RBCRacefortheKids on Sept 16: <http://bit.ly/2tfZLHs>

Support CHEO patients and #mentalhealth care with every step. #RBCRacefortheKids is Sept 16. Get involved: <http://bit.ly/2tfZLHs>

Support #mentalhealth care on Sept 16 by running or walking in the #RBCRacefortheKids. <http://bit.ly/2tfZLHs>

You have the power to make a difference for youth with #mentalhealth challenges. Sign up for #RBCRacefortheKids on Sept 16: <http://bit.ly/2tfZLHs>

Run with #RBCRacefortheKids on Sept 16 and help youth with #mentalhealth challenges cross their own finish line: <http://bit.ly/2tfZLHs>

Go the distance for #CHEO kids. Support #mentalhealth care on Sept 16 with #RBCRacefortheKids. Register: <http://bit.ly/2tfZLHs>

## Participant: Requesting Support/Donations

I’m running in #RBCRacefortheKids on Sept 16. Every little bit helps me go the distance and fund important #mentalhealth care and research for #CHEO youth: <http://bit.ly/2tfZLHs>

Support #mentalhealth without taking a single step, I’ll do it for you! Donate to my #RBCRacefortheKids page: <http://bit.ly/2tfZLHs>

Tell kids that YOU care. End the stigma and show your support for #mentalhealth as I run on Sept 16 with #RBCRacefortheKids: <http://bit.ly/2tfZLHs>

## Participant: Recruiting Team Members

On Sept 16, I'm racing towards a brighter future for kids and youth facing #mentalhealth challenges – let’s run the course together! #RBCRacefortheKids: <http://bit.ly/2tfZLHs>

#Mentalhealth affects entire communities, so let’s make a difference as one. Join my #RBCRacefortheKids family: <http://bit.ly/2tfZLHs>

No one should fight – or run – alone. Join my #RBCRacefortheKids team and let’s eliminate #mentalhealth stigma together: <http://bit.ly/2tfZLHs>

**Participant: Encouraging Businesses to Join the Corporate Challenge**

Let the world know that [your company] values #mentalhealth care and research. Join the #RBCRacefortheKids Corporate Challenge: <http://bit.ly/2tfZLHs>

Navigating #Mentalhealth issues can be a challenge for youth, but making life easier for them doesn’t have to be. Join the #RBCRacefortheKids on Sept 16: <http://bit.ly/2tfZLHs>

[Your company] is a lifeline for employees and on September 16 your employees can be a lifeline for kids’ #mentalhealth. Team up for #RBCRacefortheKids: <http://bit.ly/2tfZLHs>

# Facebook

**Generic**

Mental health problems do not discriminate – they affect children, youth and families across our community in many different ways. On September 16, you can take a step towards ending the stigma and supporting kids during some of their most difficult times. Join us for the @RBC Race for the Kids 2018 and help support the resources and care that #CHEO kids need to live their best lives.

The need for mental health services has never been more clear. For children and youth facing crucial times of stress or uncertainty, access to critical care and community support can be life changing. You can stand up for kids @RBC Race for the Kids on September 16 and help vulnerable youth reach their full potential.

**Participant: Requesting Support/Donations**

It takes a village to raise a child. On September 16, I will be lacing up for @RBC Race for the Kids Ottawa in support of mental health initiatives and research at #CHEO. Please join my village and let’s make a real difference in the lives of kids who need it most.

Every long journey starts with a single step. On September 16 I’ll be running towards improved #mentalhealth care and research at #CHEO in @RBC Race for the Kids Ottawa. Please consider showing your support by sponsoring me and making my run even more meaningful for vulnerable children and youth our community. Together we will help kids find their way.

**Participant: Recruiting Team Members**

Every day thousands of children and youth navigate mental health struggles. I’m committed to making a difference in their lives, and I hope you are too. Let’s show them that their community cares. Join my @RBC Race for the Kids Ottawa team, and together on September 16 we’ll take crucial steps towards improved mental health care at #CHEO for kids and families.

When kids are coping with mental health issues, sometimes they can feel like they’re all alone. Let’s prove to them that they are supported. I’m lacing up my running shoes for @RBC Race for the Kids Ottawa on September 16 and I’m asking you to join me. When we go as a team, our steps are even more meaningful – let’s do it together.

**Participant: Encouraging Businesses to Join the Corporate Challenge**

[Your company] makes a difference in the lives of thousands of employees every day and on September 16 you can make a difference for thousands of kids. Participate in the @RBC Race for the Kids Ottawa Corporate Challenge and stand together with your second family in support of mental health care and research for #CHEO youth.

 **LinkedIn**

**Corporate Challenge**

**On Sunday, September 16, 2018 [company name] will be participating in the RBC Race for the Kids and I challenge your company to join us in supporting youth mental health programs at CHEO.**

The RBC Race for the Kids is a 5K and 10K timed, all terrain walk/run or a 2K Family Fun event in support of youth mental health programs at CHEO.

Why is **[company name]** supporting this cause?

We know that mental health struggles touch the lives of countless children and families. The RBC Race for the Kids is an opportunity to affect positive change in our community and a rewarding opportunity to bring our company family together working towards a common goal.

By joining the fundraising efforts of our companies together, we will help CHEO’s mental health programs help more patients, improve emergency care, provide dedicated mental health beds for young children and help parents and caregivers find the right services at critical times in their children’s lives.

For more information on how to start your own corporate team, please contact Andrina Rockwell, Corporate Development Officer, CHEO Foundation at 613.738.4856 or arockwell@cheofoundation.com.

**Network Call-To-Action**

**On Sunday, September 16, 2018, I will be participating in the RBC Race for the Kids. I am relying on my network to support me so that we can improve mental health programs for children and youth at CHEO.**

The demand for youth mental health services is growing in our community. Last year, the CHEO Emergency Department saw over 3,100 children in need of mental health care. Together with your help, we can help improve the lives of the kids and families that rely on CHEO’s mental health services and programs. Our fundraising efforts will improve emergency care, provide dedicated mental health beds for young children, and help parents and caregivers find the right services for their children at the right time.