

For Brands and Advertisers

Dear Everybody

Social Media Toolkit



@hollandbloorview



@HBKRH



@HBKidsHospital

Holland Bloorview
Kids Rehabilitation Hospital

There are over 6.2 million Canadians with disabilities, yet people with disabilities rarely see themselves reflected in the media...

Dear Everybody, It's time to include disability in the picture.

Holland Bloorview Kids Rehabilitation Hospital's fourth annual Dear Everybody campaign raises awareness about the lack of representation of people with disabilities on TV, in films and advertisements. It's this lack of representation that often leads to stigma, accessibility barriers and exclusion. Holland Bloorview is committed to changing that. Our mission cannot be accomplished without your support of increased representation of people with disabilities.

Use this toolkit to **help spread the #DearEverybody message on social media**, and to help inform the content that you create.

**Because
everybody
deserves to
be seen.**



SIGN THE DEAR EVERYBODY AGREEMENT

Holland Bloorview
Kids Rehabilitation Hospital

Support #DearEverybody on social media

- ✓ Follow Holland Bloorview on social media

 @hollandbloorview

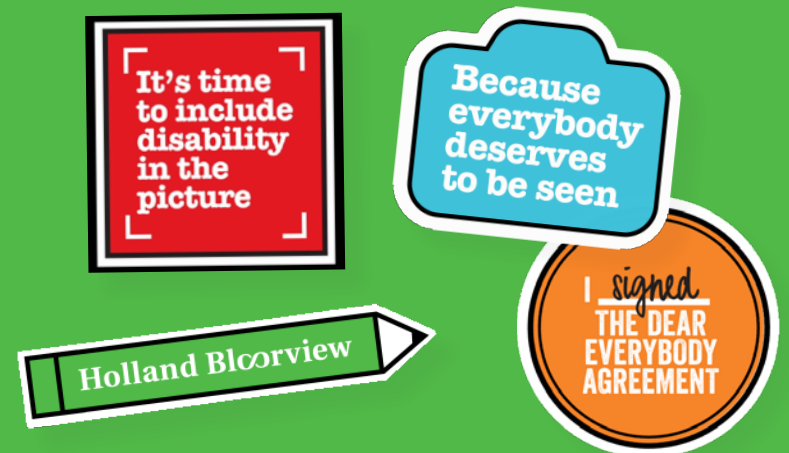
 @HBKidsHospital

 @HBKRH

- ✓ Use **#DearEverybody** to spread the word about the campaign
- ✓ Tag **Holland Bloorview** in your posts to introduce your followers to the hospital
- ✓ Remember to encourage your followers to **sign the #DearEverybody Agreement** at deareverybody.ca

Instagram Stories

- ✓ Tag @hollandbloorview for a chance to be featured on our Stories
- ✓ Search “Holland Bloorview” or “Dear Everybody” in GIPHY in Instagram stories to use **Dear Everybody stickers** to make your message stand out



Sample social media posts

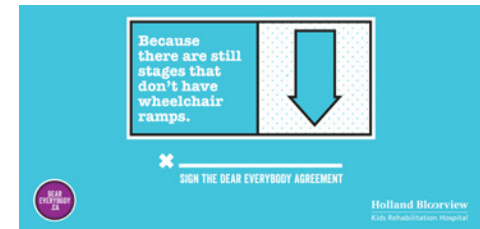


We signed the [#DearEverybody](#) Agreement from [@hollandbloorview](#) because **[insert your reason here]**.

Join our pledge for increased representation of people with disabilities at [deareverybody.ca](#)



Disability belongs in this picture. Join us in advocating for increased representation of people with disabilities by signing the [#DearEverybody](#) Agreement from [@HBKidsHospital](#) at [deareverybody.ca](#)



Holland Bloorview believes that everybody belongs, yet people with disabilities are often excluded from today's media. At **[insert name here]**, we want to change that. We signed the [#DearEverybody](#) Agreement at [deareverybody.ca](#) to make sure everybody feels welcome on TV, in films or in advertisements



Download media-sized images
at [deareverybody.ca/share](#)



What else can I do?

Visit deareverybody.ca for resources on how to be an effective ally to people with disabilities, including this [Tip Sheet](#) on how to cast people with disabilities in your next campaign.



Special thanks to

 *Your name here*
The Dear Everybody Agreement

for signing the

Dear Everybody Agreement.

DearEverybody.ca

This PDF version of the Dear Everybody Social Media toolkit
is accessible for screen readers and other accessible technologies.