

For Individuals

# 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

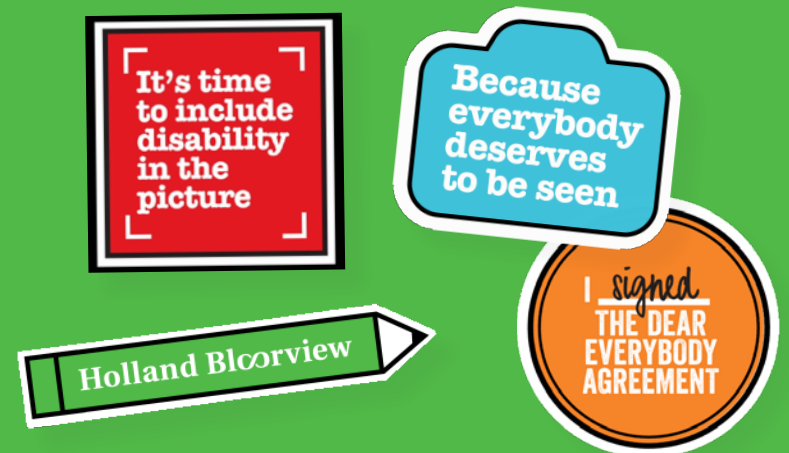
 @HBKidsHospital

 @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](http://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



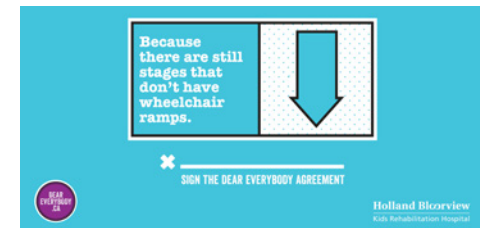
# Sample social media posts



Authentic representation of people with disabilities?  
That's Insta-worthy.  
Sign @hollandbloorview's [#DearEverybody](#) Agreement  
to include disability in the picture at [deareverybody.ca](#)



I've signed the [#DearEverybody](#) Agreement from  
[@HBKidsHospital](#) because disability representation  
should always be [#trending](#). Join me at [deareverybody.ca](#)



I signed Holland Bloorview's [#DearEverybody](#) Agreement  
because **[insert your reason here]**. Join me in  
demanding increased representation of people with  
disabilities at [deareverybody.ca](#)

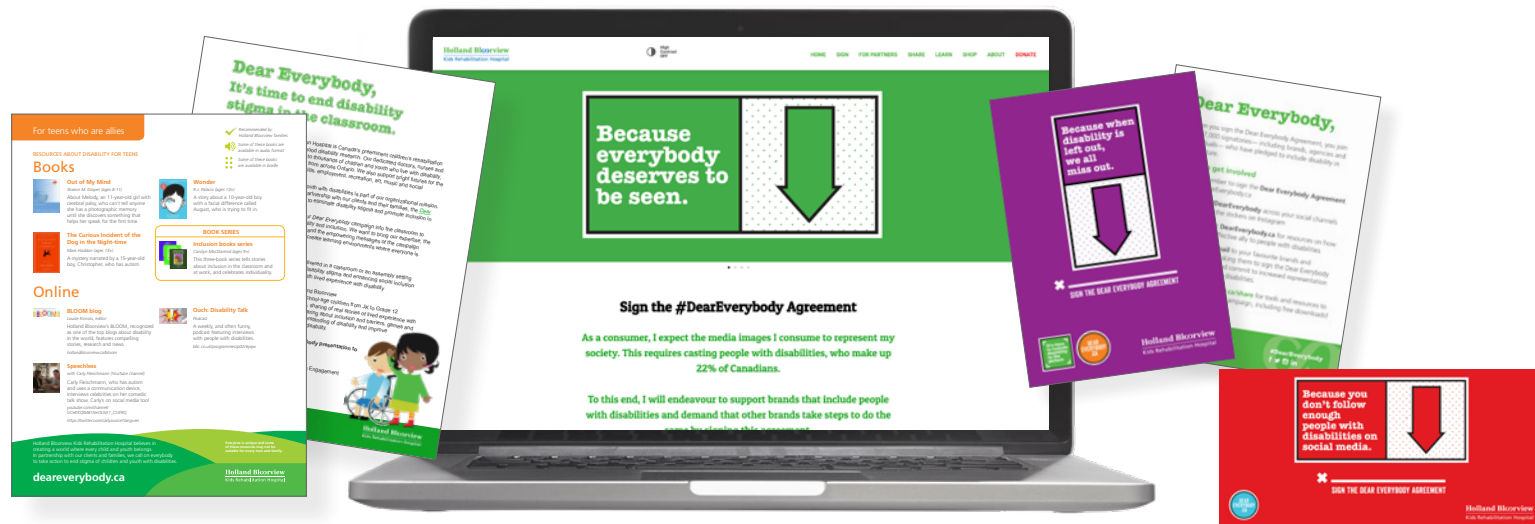


Download media-sized images  
at [deareverybody.ca/share](#)



# What else can I do?

**Step 1.** Visit [deareverybody.ca](http://deareverybody.ca) for resources on how to be an effective ally to people with disabilities



**Step 2.** Send an email to your favourite brands and advertisers, asking them to sign the Dear Everybody Agreement and commit to increased representation of people with disabilities. Find the email template on the next page



# Sample Email

Copy this  
email text to  
encourage other  
brands to sign the  
Dear Everybody  
Agreement.

Dear Everybody

To Future Dear Everybody Signatory

Cc Bcc

Dear Everybody

Dear \_\_\_\_\_,

Did you know there are over 6.2 million Canadians who live with a disability? That's equal to 22% of our population. So why don't we see them on our screens?

It's time to include disability in the picture—and it's time you did, too!

Holland Bloorview Kids Rehabilitation Hospital just launched its fourth annual **Dear Everybody** campaign and this year, they're raising awareness about the lack of representation of people with disabilities in the media. It's this lack of representation that often leads to stigma, accessibility barriers and exclusion. But authentic representation can help people with disabilities feel **accepted** by challenging stereotypes and assumptions.

Authentic representation also leads to more accessible environments for people with disabilities. It opens a world of possibility by **empowering people with disabilities** to share their stories—because, like everyone else, people with disabilities have a lot to say.

But we need your support to help spread the word! Sign the Dear Everybody Agreement at [deareverybody.ca](https://deareverybody.ca) and pledge to include people with disabilities in the picture—especially in your marketing and advertisements. When you post to social media, use #DearEverybody and be sure to include the Dear Everybody stickers on Instagram to show your support for the campaign. You can also visit **deareverybody.ca** for resources on how to be a better ally.

You have a role to play in amplifying the voices of people with disabilities because everybody deserves to be seen.

What are you waiting for? Sign the Dear Everybody Agreement today.

Sincerely,

Send



**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.