

For Brands and Advertisers

Dear Everybody Social Media Toolkit

DEAR EVERYBODY,
IT'S TIME TO
TALK ABOUT
ABLEISM

 @hollandbloorview
 @HBKidsHospital
 @HBKRH

Holland Bloorview
Kids Rehabilitation Hospital

There are over 6.2 million Canadians with disabilities, yet people with disabilities regularly experience stigma and discrimination.

Dear Everybody, Let's talk about ableism.

Over the past four years, Holland Bloorview's Dear Everybody campaign has been confronting personal and systemic ableism and this year we're calling on the community to join in.

We're asking you to talk about ableism and recognize that non-disabled people have an active role to play in making our world truly inclusive. We need you to have these important conversations with your friends and family, and share your participation on social media to raise awareness and encourage others to join the chat to #EndAbleism.

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

**Dear
Everybody,
it's time to
talk about
ableism.**



Support #DearEverybody on social media

- ✓ Follow Holland Bloorview on social media

 @hollandbloorview

 @HBKidsHospital

 @HBKRH

- ✓ Use **#DearEverybody** and **#EndAbleism** to spread the word about the campaign, and share the conversation and actions your workplace is taking.
- ✓ Tag **Holland Bloorview** in your posts to introduce your followers to the hospital
- ✓ Remember to encourage your followers to have and share their conversations about ableism on their own social media channels.

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



#DearEverybody: We are joining the chat to #EndAbleism with @hollandbloorview. We recognize that non-disabled people have an active role to play in making our world truly inclusive, and we want you to join us.

Are you up for the challenge? Get started at www.DearEverybody.ca

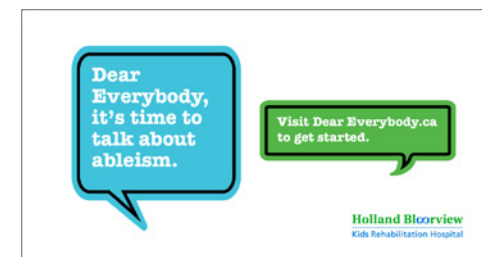


#DearEverybody: here at **[company name]** we're joining the chat to #EndAbleism with @HBKidsHospital. Join the conversation to help us make our world inclusive. Visit www.DearEverybody.ca to get started!



It's time to talk about ableism. We're joining the conversation with @HBKRH to make sure **[company name]** is playing an active role in making our world truly inclusive for everyone.

You can help us #EndAbleism by getting started at www.DearEverybody.ca

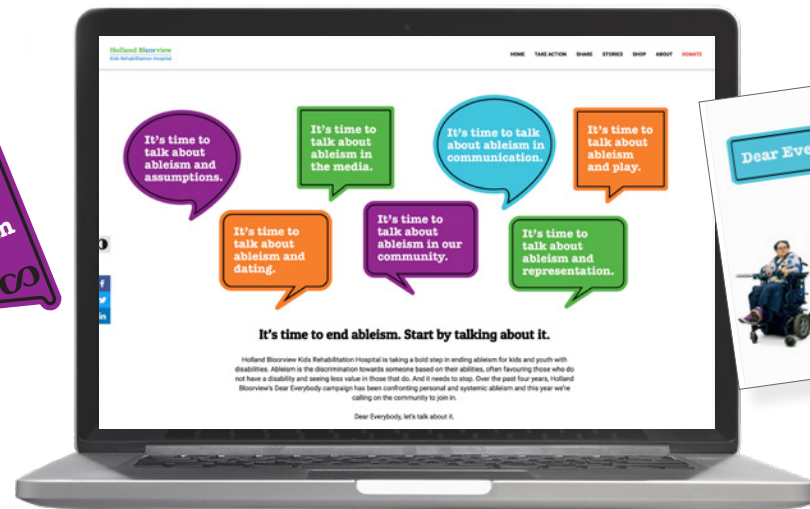


Download media-sized images at DearEverybody.ca/share

What else can I do?

Step 1. Visit [DearEverybody.ca](https://deareverybody.ca) for resources on how to be an effective ally to people with disabilities, including this [Tip Sheet](#) on how to ensure authentic representation in your company's content and advertising.

Dear Everybody
Panel Interviews



? What's ableism?
Resources, tips and tools



Holland Bloorview
Kids Rehabilitation Hospital

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