

For Individuals

# 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

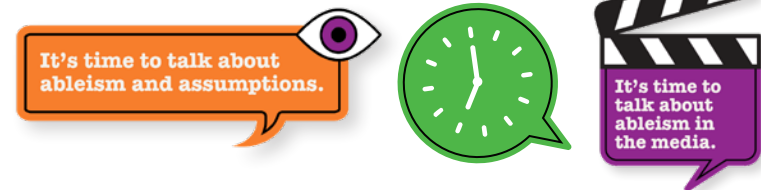
 @HBKidsHospital

 @HBKRH

- ✓ Use #DearEverybody and #EndAbleism to spread the word about the campaign
- ✓ 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 “Dear Everybody” or “Holland Bloorview” in GIPHY in Instagram stories to use **Dear Everybody stickers**



## Tiktok stickers

- ✓ Search “Dear Everybody” or “Holland Bloorview” under stickers to add them to your posts in TikTok!



# Sample social media posts



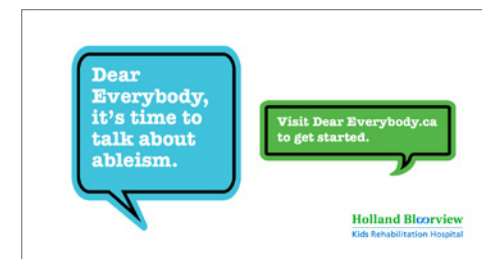
#DearEverybody: we need to talk about ableism. I know that non-disabled people have an active role to play in making our world truly inclusive. It's time to join the chat to #EndAbleism with @hollandbloorview.  
Visit [www.DearEverybody.ca](http://www.DearEverybody.ca) to get started.



#DearEverybody: I'm joining the chat to #EndAbleism with @HBKidsHospital because **[insert your reason]**.  
Visit [www.DearEverybody.ca](http://www.DearEverybody.ca) to find out how you can join the conversation.



It's time to talk about ableism. Non-disabled people have an active role to play in making our world truly inclusive, and I'm joining the chat to #EndAbleism with @HBKRH to make sure that happens. Will you?  
Visit [www.DearEverybody.ca](http://www.DearEverybody.ca) to get started.



**Download media-sized images at [DearEverybody.ca/share](http://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



**Step 2.** Have conversations with your friends, family, and colleagues about ableism, and then share what you learned on your social media channels. Use our custom GIFs for your Instagram stories and TikTok videos!





**Visit [DearEverybody.ca](http://DearEverybody.ca)  
to get started.**

**Holland Bloorview**  
Kids Rehabilitation Hospital

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