

PROMOTE

PROMOTING YOUR SUPPORT

PROMOTIONAL MATERIALS

To amplify your chosen initiative in support of SickKids, we can provide personalized e-mails to extend to colleagues, along with posters, stickers, balloons, and more.

USING SOCIAL MEDIA



FACEBOOK

- Be sure to tag [@SickKids](#) in your posts and picture (our name should pop up as you write, which you should then highlight to have us tagged), as we can comment and like the post.
- Share your event or campaign on the SickKids Foundation Facebook page. Your activity will appear in the "Visitor Posts" section of our page for people to see.



TWITTER

- Be sure to tag our handle [@SickKids](#) and use the hashtag [#SickKids](#) to help define yourself as a member of the SickKids community.
- We will keep an eye out for you and retweet when we can to help spread your message.



YOUTUBE

- As the largest video-sharing site in the world, YouTube allows you to view, share, and interact with originally-produced content. Be sure to visit the SickKids Foundation YouTube channel, and share.



INSTAGRAM

- You can share all your event or campaign photos on this social platform [@SickKidsVS](#)
- This content speaks to the incredible impact of your commitment to SickKids, and may be used to serve as inspiration for your business, and shared externally to your clients, customers, colleagues, and stakeholders.

Please note: One of the following disclaimers must appear at the base of each publication:

Proceeds from this campaign support SickKids Foundation.

Proceeds from this event support SickKids Foundation.

Always remember to state that your campaign or event is In Support of SickKids, or that you're a Proud Supporter of SickKids Foundation. Promotional statements may be included in things like your **company newsletter**, **email signatures**, on your **website** and on **social media**.

DID YOU KNOW?

SickKids is always spelled as one word, with a capital "S" and a capital "K".

LAST STEP

Send all marketing and promotional materials to your SickKids representative or Community.Partnerships@sickkidsfoundation.com

