SickKids

Social Media Kit

Facebook

- Create an event listing on Facebook and invite your friends and family to attend. Mark it as "open" so attendees can invite their own network.
- For larger or yearly events, consider creating a **dedicated Facebook group**, where your members can receive updates throughout the year.
  - *Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to open.*
- Be sure to tag **@SickKids** in your posts where possible as we can comment and like the post
- Share your event on the **SickKids Foundation Facebook page.** Your event will appear in the "Visitor Posts" section of our page for people to see

Instagram

- Use your personal account or create an event-specific one to share photos and videos to promote your event before and after
- Be sure to tag **@SickKidsVS** in your posts where possible as we can comment and like the post
- If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear online

X

- Use your personal account or create an event-specific one. Follow people who you believe would be interested in your event.
- Be sure to tag us **@SickKids.** We'll keep an eye out for you and retweet when we can!
- For X best practices and a full guide to X lingo, please visit the **X for Business Guide.**

YouTube

- Get a free YouTube account when you **join gmail.**
- Be sure to tag your videos with relevant keywords such as "SickKids, SickKids Foundation, SickKids Hospital Event".