

Social Media Toolkit

Social Media Post Ideas

When crafting posts, emphasize the impact of your event, partnership, or support. Include compelling visuals, authentic stories, and real voices!

- 1 Highlight your fundraiser goals and educate your audience on how they can support.
- 2 Share a quote on the impact your fundraiser will have on CAMH—talk with your CAMH representative for impact messaging you can use.
- 3 Spotlight your fundraiser through photos of your event—get creative, make a highlight reel to show off what you achieved!
- 4 Share your connection with CAMH if you feel comfortable. Mental health affects everyone and sharing your story helps to make others feel comfortable to share as well!

Hashtags To Use

- #NoOneLeftBehind
- #SupportCAMH
- #MentalHealthIsHealth
- #CAMHFoundation

Visit our social media templates for more ideas!



Social Media Handles

When posting about CAMH Foundation please tag our official accounts and use the approved hashtags to help boost visibility. When we can, we love to re-share your posts on our stories!

- Instagram: @camhfoundation
- Facebook: CAMH Foundation
- X (formerly Twitter): @camhfoundation
- LinkedIn: CAMH Foundation
- Bluesky: @camhfoundation.ca

Own it

Fundraise
for camh