

# **cycle** **ST.4JOE'S**

**SOCIAL MEDIA TOOLKIT**

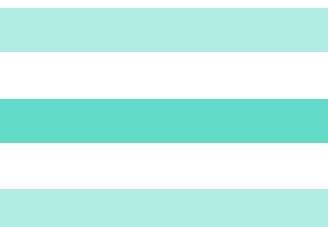
**Need help writing social media posts?  
We've got you covered!**

**Make sure to tag @stjoespromise and use the following hashtags:**

#Cycle4StJoes

#Promise100

#StJoesPromise





## SAMPLE INSTAGRAM POSTS

I'm participating in @stjoespromise's #Cycle4StJoes #Promise100 virtual ride in celebration of St. Joe's 100th anniversary. Your support is helping build a new Emergency Department that will be almost double the size so we can provide even better care to our west-end community, including the most vulnerable. Please donate through the link in my bio.  
#Cycle4StJoes #StJoesPromise #Promise100

Updating the Emergency Department is St. Joe's highest priority. But we need your help. I'll be riding in @stjoespromise's #Cycle4StJoes to commemorate 100 years of care and helping keep the Promise to meet the healthcare needs of our west-end community.  
Donate today through the link in my bio and join me in supporting our neighbours and our community!  
#Promise100



## SAMPLE TWITTER POSTS

Let's #CYCLE4STJOES and ride for #Promise100 together! I'm cycling for on September 26th to support@stjoespromise.  
Donate today at **[insert shortened URL for personal page]** to support our neighbors and St. Joe's Promise to provide great quality care to Toronto's West End.  
#StJoesPromise

Our community and healthcare workers need our help now more than ever. Please help us #CYCLE4STJOES with @stjoespromise. Your support will help build the first post COVID-19 Emergency Department..  
To donate, visit <https://supportstjoes.ca> **[or insert Personal page link]**  
#Promise100

On September 26th, I'm cycling in @stjoespromise's #CYCLE4STJOES #Promise100 event. We're raising funds to help build the first post-COVID Emergency Department at St. Joseph's Health Centre.  
Please consider donating at **[insert shortened URL for personal page]**.  
#StJoesPromise



## SAMPLE FACEBOOK POSTS

On September 26th, I'll be participating in #Cycle4StJoes. I'm supporting the building of a new Emergency Department at St. Joe's so that they can continue to provide great care for another 100 years.

Our help is needed now more than ever, support my ride with a donation at [insert shortened URL for personal donation page].

COVID-19 is changing the way care is delivered and St. Joe's is building a new Emergency Department.

In honour of providing 100 years of great care, I'll be riding in #Cycle4StJoes on Sept. 26th and I need your help.

Together, we let's raise money so that St. Joe's can continue to care for our west-end community for another 100 years.

Support my ride by donating today at [insert LINK personal page].



# ***Messages for Social Media Posts***

We put together this list of messages for you. Feel free to share with others and we hope you find them as interesting as we do!

# ON OUR RESPONSE TO COVID-19

St. Joe's healthcare teams went into local long-term care facilities to support their residents and help them stay safe.

St. Joe's quickly established specific treatment areas, expanded the number of ICU beds and temporarily enlarged our Emergency Department to keep patients as safe as possible.

St. Joe's continues to keep the promise to meet the healthcare needs of the west-end community as we face this global COVID-19 (coronavirus) pandemic. Teams work round-the-clock to look after our neighbours during this challenging time.

# ON OUR HOSPITAL

The Sisters of St. Joseph founded St. Joe's in 1921 to care for our west-end neighbours and our doctors, nurses and support staff continue to keep this Promise 100 years later.

With more than 100,000 annual visits, St. Joe's has one of the busiest Emergency departments in Toronto.

St. Joe's has more mental health programs than most hospitals in the city.

Today, with over 400 beds and a community teaching hospital affiliated with the University of Toronto, St. Joe's provides care to a unique community of nearly half a million people.

St. Joe's new Emergency Department will be the first to be built post-COVID-19, and the first to integrate all the learnings we've captured from the past challenging year.

St. Joe's expert team cares for more than 70,000 men, women and children with mental illness and/or addictions annually and we are a leader in mental health care as we continue to build capacity and provide new treatment options.

# ON OUR COMMUNITY

Toronto's west end has among the highest concentration of people with mental illness in Toronto.

Children came to St. Joe's over 60,000 times last year and almost 3,300 babies were born here.

Our west-end community has come together to raise more than \$100 million to help St. Joe's keep the Promise to meet the health care needs of Toronto's west-end community.



# New Post-COVID Emergency Department at St. Joseph's Health Centre

When you need emergency care in Toronto's west end, chances are you'll come to St. Joe's. St. Joseph's Health Centre has one of the busiest Emergency Departments in Toronto.

While the government funds many aspects of a patient's hospital experience, your support helps St. Joe's build new spaces, modernize facilities and buy new equipment.

Cycle 4 St. Joe's will help build a larger space with more examination rooms, meaning that fewer patients will need to wait in crowded corridors.

In addition to accommodating almost twice the number of people, the redesign will greatly improve and innovate how St. Joe's healthcare teams deliver emergency care, creating a safer, streamlined patient experience than ever before.