**Federal Election Social Media Toolkit**

[***Click here to download graphics (jpeg and gif***](https://www.sagesse.org/wp-content/uploads/2021/09/Fed_Election_Social_Media_Toolkit_Sagesse.zip)***)****.*

To increase the impact of your posts:

* Personalize your message.
* Tag [your candidates](https://www.elections.ca/content2.aspx?section=can&document=index&lang=e) and the party leaders.
* Use a few relevant hashtags like #canpoli or #election2021.

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| **Sample Post** | **Graphics (**[**click here to download**](https://www.sagesse.org/wp-content/uploads/2021/09/Fed_Election_Social_Media_Toolkit_Sagesse.zip)**)** | |
| Landscape (Twitter, Facebook) | Square (Instagram) |
| Domestic and sexual abuse impacts every Canadian community and family. It’s time our politicians took notice. #canpoli #election2021 |  |  |

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| **Sample Post** | **Graphics** | |
| Landscape (Twitter, Facebook) | Square (Instagram) |
| Sexual and domestic abuse isn’t just a women’s issue – and shouldn’t be the sole responsibility of @WAGE\_FEGC We must recognize male and 2SLGBTQ+ experiences and the role of every Canadian in violence prevention. #canpoli |  |  |
| Relationships where coercive control is used have more frequent and severe violence, including lethal violence. Will your government criminalize coercive control @JustinTrudeau? #canpoli  Criminalizing coercive control in intimate relationships would empower police and our justice system to intervene to prevent escalating violence. Will your government criminalize coercive control @erinotoole? #canpoli  NDP candidate @r\_garrison private member’s bill proposed the criminalization of coercive control. Will you follow his lead @theJagmeetSingh? #canpoli  The multi-party JUST Committee recommended the criminalization of coercive control, and more than 1,000 Canadians signed a petition advocating for it. Canadians care about this issue; do you @JustinTrudeau @erinotoole @theJagmeetSingh #canpoli |  |  |
| About 36% of spousal abuse victims access formal supports like shelters or crisis lines, while 68 percent talk to their friends and family. We must direct our support where it is most effective: community-based initiatives and informal supports. #canpoli  The best way to prevent domestic abuse is through community-based initiatives and informal supports. Would your government ensure these efforts are properly funded? @JustinTrudeau @erinotoole @theJagmeetSingh #canpoli |  |  |
| Sexual exploitation is more than trafficking. Will your government release a sexual exploitation action plan which includes prevention, protection and prosecution? @JustinTrudeau @erinotoole @theJagmeetSingh #canpoli #election2021 |  |  |