



Social Media Guide

We need your help to create as much noise as possible about our opposition to Bill C-7 by engaging media and the public to draw attention to this issue and the concerns of the disability community. You can support these efforts by:

- Tweeting your local MP and the party leader to tell them you oppose Bill C-7 using the hashtag #cdnpoli to engage Hill reporters and other political influencers.
- Asking your network to help raise awareness by sharing/retweeting content opposing Bill C-7 from Inclusion Canada and other allies.
- Filming a 15-25 second video stating "My life is worth living. I oppose Bill C-7." Share this content across social channels.

More and more, issues are brought to broader public attention – and the attention of decision-makers – through social media. Social media is watched closely by politicians and other decision makers like the media. As with any audience, know your key messages and stick to them. The following is sample social copy for your use:

Sample Tweets

- My [family member/friend]'s life is worth living. [@mention your MP] and [@mention your Party Leader] the Government should NOT be expanding access to MAiD. #lifeworthliving #cdnpoli
- Government is rushing changes to MAiD (also known as assisted suicide) without the support of the disability community. LISTEN to our concerns. PROTECT our lives. #lifeworthliving #cdnpoli
- Proposed changes to MAiD put my [family/friend]'s life at risk. [@mention your MP] and [@mention your Party leader] you have a responsibility to protect the human rights of all Canadians – Bill C-7 sets the rights of people with a disability back by decades. #cdnpoli

Hashtags to use:

#MAiD
#lifeworthliving
#cdnpoli
#disability
#disabilityrights
#inclusion

Handles to include (for twitter):

@JustinTrudeau
@DavidLametti