

Commitment to Palliative Care Campaign

Social media toolkit

To celebrate Pallium Canada's 25th anniversary, health care providers across Canada are sharing one action they will take to improve palliative care in their communities. Whether big or small, your commitment can inspire change and strengthen palliative care for patients and families.

Make your commitment at pallium.ca/commitment and share it online using #CommitmentToPalliativeCare.

How to share your commitment

1. Fill out the commitment form at pallium.ca/commitment.
2. Share your commitment on social media using the hashtag #CommitmentToPalliativeCare.
3. Encourage others by tagging friends, colleagues, and followers to join the movement.

Bonus: Share a photo or short video of yourself taking action on your commitment to inspire others!

Social media posts

Say it loud: "I took the #CommitmentToPalliativeCare — now it's your turn!"

Challenge your colleagues, friends, and followers to join the movement and help us build a stronger, united palliative care community across Canada.

Sample posts:

1. Palliative care is essential to quality health care. That's why I made my #CommitmentToPalliativeCare and pledged to [insert your commitment]. Join me at pallium.ca/commitment
2. Together we can make palliative care stronger across Canada, and my pledge is to [insert your commitment]. Share yours at pallium.ca/commitment #CommitmentToPalliativeCare
3. Quality palliative care can make all the difference for patients and families facing life-limiting illness. I see the need for it every day in my practice.

That's why I took the #CommitmentToPalliativeCare and pledged to [insert your commitment].

I'm joining health care providers across Canada who are each taking one action to strengthen palliative care in their communities. Join me at pallium.ca/commitment.

4. Today I made my #CommitmentToPalliativeCare and pledged to [insert your commitment].

Every commitment adds to a growing wave of action to strengthen palliative care in Canada.

Join me and hundreds of others who are taking steps to create meaningful change. Make your commitment at pallium.ca/commitment.

5. I know how important palliative care is for patients and families. That's why I took Pallium Canada's #CommitmentToPalliativeCare and pledged to [insert your commitment]. Together we can make palliative care stronger in our communities. Share yours at pallium.ca/commitment
6. I took Pallium Canada's #CommitmentToPalliativeCare — have you? Make your mark: pallium.ca/commitment
7. Small steps can lead to meaningful change in palliative care. My step is to [insert your commitment]. Share yours at pallium.ca/commitment #CommitmentToPalliativeCare

Visual assets

Image	View or download
	<ul style="list-style-type: none"> • Square version - (1080x1080) • Rectangle version - (1600x1900)
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	<p>Pre-made commitments:</p> <ul style="list-style-type: none"> • Square version - (1080x1080) • Rectangle version - (1600x1900) <p>Customizable commitment template:</p> <ul style="list-style-type: none"> • Square versions - (1080x1080) • Rectangle versions - (1600x1900)