**CANADIAN INNOVATION WEEK:**
Social media content for partners – 2023

**Overview**

Canadian Innovation Week returns **May 15-19, 2023** We encourage all of our partners to share their innovation stores online by using the new hashtag **#CIW23**. Below you will find sample content to post on your Twitter, Facebook and Instagram channels.

Help us spread the word about Canadian Innovation Week 2023.

**Twitter/Facebook**

|  |  |
| --- | --- |
| Post 1 | The @RideauHallFdn created Canadian Innovation Week to celebrate Canadian innovators whose ideas have a positive impact on our lives and the world. Share your innovation stories with #CIW23 https://bit.ly/3SU5gFA |
| Post 2 | #InnovateForGood Inspire the next generation of innovators this Canadian Innovation Week and share your innovation stories with #CIW23 https://bit.ly/3SU5gFA |
| Post 3  | This May 15-19, celebrate innovations that address today's many challenges whether they be within Canada or on the global stage #CIW23! https://bit.ly/3SU5gFA |

 **Instagram**

|  |  |
| --- | --- |
| Post 1 | It’s Canadian Innovation Week! The @RHF.FRH.Canada created Canadian Innovation Week to celebrate Canadian innovators whose ideas have a positive impact on our lives and the world.Share your innovation stories this May 15-19 with #CIW23 |
| Post 2  | #InnovateForGoodInspire the next generation of innovators this Canadian Innovation Week and share your innovation stories with #CIW23  |
| Post 3  | Innovation is about doing something better to make an impact. This May 15-19, celebrate innovations that address today's many challenges whether they be within Canada or on the global stage. Celebrate all things innovation with @RHF.FRH.Canada and @CanadianInnovationSpace #CIW23 |

**Helpful Tips**

**Follow**

* Twitter: [@Cdn\_Innovation](https://twitter.com/Cdn_Innovation) & [@RideauHallFdn](https://twitter.com/RideauHallFdn)
* Instagram [@CanadianInnovationSpace](https://www.instagram.com/canadianinnovationspace/) & [@RHF.FRH.Canada](https://www.instagram.com/rhf.frh.canada/)
* Facebook: [@CanadianInnovationSpace](https://www.facebook.com/CanadianInnovationSpace/) & [@FondationRideauHallFoundation](https://www.facebook.com/FondationRideauHallFoundation)

**Hashtag**

* Use the hashtag **#CIW23** – always use it in posts that are directly related to the week.

**Social**

* The suggested content above is general enough so that all of our partners can use it – your organization is welcome to customize the language as desired.
* Add images, videos or GIFs to your posts to make them more engaging – we have a collection of social media images to choose from, [available in the partner toolkit](https://bit.ly/3YrT6ou).
* Search **#CIW23** to see what others are saying and join the conversation by liking, retweeting, or replying.
* Additional information about Canadian Innovation Week can be found at: [www.CanadianInnovationSpace.ca](https://bit.ly/3SU5gFA) and through the [partner toolkit available for download.](https://bit.ly/3YrT6ou)

If you have any questions, please contact info@canadianinnovationspace.ca