

Participate in “My Why” Social Campaign and Learn How You Can Share Your Vaccination Story

Why it's important

We are asking you to share, on your social media channel, your reason for getting vaccinated.

Sharing your vaccination story can increase vaccine confidence amongst people in Canada.

As more people get vaccinated, our communities become safer and we can all get back to the people, places and things we miss.

Tips for posting

When – you can do it any time (pre or post vaccination)

Format – text or video

Platform – use your favourite social media platform

Challenge – ask your community to share their “why”



Examples

“ I'm getting vaccinated so I can have awkward elevator small talk again. 😊 ”

“ I got the COVID-19 vaccine just so I can hug Oma again. 💕 ”

Tag Us

Twitter

Facebook

Instagram

Hashtag to use

#MyWhy

Other Ways to Show Your Support

Use a Profile Photo Frame



Add a profile photo frame on Facebook:

“When it's my turn, I'll get the COVID-19 vaccine!”, “I got the COVID-19 vaccine!”, or “I got my second dose of the COVID-19 vaccine!”

Share Resources

- › [Social media images](#)
- › [Your local health information](#)
- › [Video: We can all help by getting vaccinated](#)

GIFs & Stickers

Use a sticker or GIF in your post or your story by searching @healthycdns



Post a Vaccination Selfie



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