



Breakthrough T1D Network for Canada (BTNC)

Tag 1 decider social media guide

This guide helps you post on social media to support the [Breakthrough T1D Network for Canada \(BTNC\)](#).

It provides step by step instructions on how to post and tag a member of the **House of Commons Standing Committee on Finance (FINA)**, encourage them to recommend funding, and how to invite others to do the same.

This should only take **2–3 minutes to complete**.

Quick steps

1. Copy a caption
2. Add social handles
3. Add an image and post

1. Copy a caption

- Choose one caption below. You can edit it to sound like you.

2. Replace placeholders

- Replace [[@MP_handle](#)] and [[@FINA_decider_handle](#)] with real accounts
 - See steps 4 and 5
- Delete any placeholder you are not using
- ⚠ **Do not post until placeholders are removed**

3. Adjust for Instagram (if needed)

- Links don't work in captions
- Use "link in bio" or remove the link

Ready-to-use captions

- Today, I proudly messaged my local MP [[@MP_handle](#)], in support of the Breakthrough T1D Network for Canada (BTNC) <https://ow.ly/oFOi50ZfQVy>. This \$62M federal investment will help bring new therapies and clinical trials for type 1 diabetes to Canada faster. ❤️

[[@FINA_decider_handle](#)], as a member of the House of Commons Standing Committee on Finance, I encourage you to recommend funding for the BTNC.

It only takes one minute to write your MP asking for support <https://ow.ly/MtHu50ZfQYI>

#Type1Diabetes #T1DAvocacy @BreakthroughT1DCanada

- I just asked my local Member of Parliament, [[@MP_handle](#)], to back the Breakthrough T1D Network for Canada (BTNC). This is a national strategy to accelerate access to life-changing therapies for type 1 diabetes. 🤝

[[@FINA_decider_handle](#)], as a member of the House of Commons Finance Committee, please help make this a reality by recommending federal funding for the BTNC.

Our voices are louder together 🗣️. Please take 60 seconds to message your MP too! 🔗
<https://ow.ly/MtHu50ZfQYI>

#Type1Diabetes #T1DAdvocacy @BreakthroughT1DCanada

- Today, I wrote my local MP [[@MP_handle](#)], in support of the Breakthrough T1D Network for Canada (BTNC) 🔗 <https://ow.ly/oFOi50ZfQVy>

[[@FINA_decider_handle](#)], as a member of FINA, you have the power to recommend funding the BTNC to bring cell therapies to 300k+ Canadians living with type 1 diabetes. 🤝

Please take 60 seconds to urge your MP to back this crucial initiative 🔗
<https://ow.ly/MtHu50ZfQYI>

#Type1Diabetes #T1DAdvocacy @BreakthroughT1DCanada

4. Tag a FINA member

- Choose one or more committee members to tag.

Tip: Tag someone from your province if possible, or choose the Chair or Vice-Chair

How to tag: Replace [[@FINA_decider_handle](#)] in your caption with their handle (you may need to type it out to properly tag them).

- **Chair: Hon. Karina Gould (Liberal — Burlington, ON)**
 - Facebook: @karinagouldMP
 - Instagram: @karinagould
 - X (Twitter): @karinagould
- **Vice-Chair: Jasraj Hallan (Conservative — Calgary East, AB)**
 - Facebook: @jashallanMP
 - Instagram: @jasrajshallan
 - X (Twitter): @jasrajshallan
- **Vice-Chair: Jean-Denis Garon (Bloc Québécois — Mirabel, QC)**
 - Facebook: @jdgaronBQ
 - Instagram: @jd_garon
 - X (Twitter): @jd_garon
- **Ryan Turnbull (Liberal — Whitby, ON)**
 - Facebook: @RyanTurnbullWhitby
 - Instagram: @turnbullwhitby
 - X (Twitter): @TurnbullWhitby
- **Pat Kelly (Conservative — Calgary Crowfoot, AB)**
 - Facebook: @PatKellyCalgary
 - Instagram: @patkelly_mp
 - X (Twitter): @PatKelly_MP
- **Eric Lefebvre (Conservative — Richmond—Arthabaska, QC)**

- Facebook: @EricLefebvreDepute
- Instagram: @ericlefebvremp
- X (Twitter): @LefebvreEric
- **Danielle Martin (Liberal — University—Rosedale, ON)**
 - Facebook: @DrDanielleMartin
 - Instagram: @drdaniellemartin
 - X (Twitter): @DanielleMartin
- **Sandra Cobena (Conservative — Newmarket—Aurora, ON)**
 - Facebook: @SandraCobena
 - Instagram: @sandracobena_
 - X (Twitter): @SandraCobena_
- **Jake Sawatzky (Liberal — New Westminster—Burnaby—Maillardville, BC)**
 - Facebook: @JakeSawatzkyMP
 - Instagram: @jakesawatzkyp
- **Kent MacDonald (Liberal — Cardigan, PE)**
 - Instagram: @kentmacdonaldmp
 - X (Twitter): @kentmacdonald
- **Steeve Lavoie (Liberal — Beauport—Limoilou, QC)**
 - Facebook: @SteeveLavoie.BeauportLimoilou

5. (Optional) Tag your local MP

- Find your local MP: <https://www.ourcommons.ca/members/en>
 - Search for their social media account online.
- Add their handle in place of the [**@MP_handle**] placeholder

⚠ Skipping this step?

- Delete the [**@MP_handle**] placeholder before posting.

6. Add an image and post!

- Click one of our images to download it (or use your own)
 - When the browser window opens, right click the image and select "save image as..."
- Upload it to your post
- Click publish

Tip: Posts with images perform better.



7. Tag Breakthrough T1D Canada

- Tagging helps us reshare your post.
 - **Facebook & Instagram:** @BreakthroughT1DCanada
 - **LinkedIn:** @Breakthrough T1D Canada | Percée DT1
- Suggested hashtags:
 - #T1DAvocacy #BreakthroughT1DCanada #Type1Diabetes #T1D

Post Checklist

- Caption edited
- Handles replaced
- Image added
- Placeholders removed

Common mistakes to avoid

- Leaving placeholders in your post
- Forgetting to tag a FINA member
- Posting links in Instagram captions

THANK YOU

Thank you for supporting the T1D community and advancing research in Canada.