

How to Support Hope Air Digitally

Introduction: Using Your Voice to Digitally Support Hope Air Day

This digital guide will provide details on how you can help raise awareness of Hope Air Day leading up to and on May 6.

Accessing specialized healthcare for patients living in rural and remote parts of Canada comes with substantial barriers like the distance to travel to care and the cost to get there. Hope Air helps close this gap by providing free travel support for patients who must travel far from home for care.

Your participation in raising awareness of Hope Air’s role in helping Canada deliver on its promise of universal healthcare will reinforce the importance of equitable healthcare access nationwide.

Example posts and social media calendars are provided in this guide.

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How Your Digital Support Helps

By lending your voice to this initiative, you will help:

- Raise awareness of healthcare access challenges related to distance and cost.
- Highlight medical travel as an essential part of healthcare delivery.
- Reinforce Hope Air’s role in filling gaps in access to care.
- Demonstrate cross sector support from governments, partners, and community leaders.

- Strengthen national and local visibility.

Participation can be simple. One post, one message, or one video contributes to a larger national conversation.

Posting Timeline and Content Suggestions

2 weeks before Hope Air Day (April 22)

Goal: awareness-building + early momentum

- Download suitable assets from the Hope Air Day Resource Hub for your social media promotion.
 - [Hopeair.ca/hadresources/](https://hopeair.ca/hadresources/)
- Plan social posts using the provided sample copy and visuals included below
- Record a video message with your personal message about your experience with Hope Air, sample script provided on [Hopeair.ca/hadresources/](https://hopeair.ca/hadresources/)
- Launch your support of Hope Air Day with one post 1-2 weeks out from May 6 encouraging your community to join us to raise awareness.

Sample Social Media Copy (A22):

Launch your support of Hope Air Day:

Join us and communities across Canada on May 6 to raise awareness of Hope Air's role in helping Canada deliver on the promise of universal healthcare.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

<as applicable> include a business/individual statement about your experience/support of Hope Air.

Learn more about Hope Air Day at hopeair.ca/hopeairday.

#HopeAirDay #HopeAir

Other Social Media Examples:

1 - Reflection on Length of Support:

We have been proud to support @HopeAir for [X amount of time].

Access to healthcare should not depend on geography.

This year is a special year for charity. For 40 years, @HopeAir has helped Canada deliver its promise of universal healthcare by ensuring patients reach care, regardless of where they live, by providing free travel and accommodation for vital medical care.

We look forward to recognizing Hope Air Day on May 6.

#HopeAirDay #HopeAir

2 - Short Testimonial Post:

We are proud to support @HopeAir and the work they do to help Canadians access healthcare when distance and cost would otherwise stand in the way.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

Supporting Hope Air means supporting patients and families in our community.

Join us in recognizing Hope Air Day on May 6.

#HopeAirDay #HopeAir

3 - Sample Proud Supporter Post:

We are a proud supporter of @HopeAir.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

We are honoured to support their mission and to recognize Hope Air Day on May 6.

#HopeAirDay #HopeAir

1 week before Hope Air Day (April 29)

Goal: Engagement + Preparation

- Share one social post introducing Hope Air Day and your support of the charity.

- Record a short video testimonial using the provided video script messaging for guidance
- Share Hope Air’s media release on your social media channels or with your local media contacts:
- Examples of content that stakeholders could provide:
 - A short video message recognizing your support of Hope Air (sample script found in Hope Air Day resources)
 - A post highlighting the role medical travel plays in helping patients reach care
 - A message encouraging audiences to learn more about Hope Air Day

Sample Social Media Copy (April 29):

1 - Engagement Post:

We are proud to support @HopeAir and their work to improve access to healthcare for Canadians who must travel far from home for treatment.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

Join us on May 6 to raise awareness of Hope Air Day and encourage others to learn more about Hope Air’s role in helping Canada deliver its promise of universal healthcare.

hopeair.ca/hopeairday/

#HopeAirDay #HopeAir

2 - Access Focused Post:

Canada’s healthcare system provides coverage, but getting to care can have barriers.

For many Canadians living in rural, remote, or underserved communities, reaching care requires travel that can be costly and complex.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

Join us in recognizing Hope Air Day on May 6.

hopeair.ca/hopeairday/

#HopeAirDay #HopeAir

3 - Video Prompt Post:

Ahead of Hope Air Day on May 6, we are taking a moment to reflect on why access to healthcare matters in our community.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

hopeair.ca/hopeairday/

#HopeAirDay #HopeAir

On Hope Air Day (May 6)

Goal: Visibility surge + unified national voice.

- Help amplify Hope Air's social channels with your support:
 - Posts
 - Stories
 - Reposts
 - Video Testimonials
- Use provided hashtags and tags
 - #HopeAirDay
 - #HopeAir
 - Tag @HopeAir
- Encourage audiences to:
 - Learn more
 - Share posts
 - Visit the Hope Air Day landing page

Sample Social Media Copy (May 6):

1 - Recognition Post 1:

Today is Hope Air Day.

We join communities across Canada in recognizing the importance of access to healthcare for patients who must travel long distances for medical treatment.

This year is a special year for charity. @HopeAir is celebrating 40 years of providing free travel arrangements for patients living in rural and remote communities who must travel far from home for specialized healthcare.

Learn more: hopeair.ca/hopeairday

#HopeAirDay #HopeAir

2 – Recognition Post 2:

Today, join us as we recognize Hope Air Day and Hope Air’s role in providing vital medical travel for patients living in remote or rural Canada who must travel far from home.

This year is a special year for charity. For 40 years, @HopeAir has helped Canada deliver its promise of universal healthcare by ensuring patients reach care, regardless of where they live, by providing free travel and accommodation for vital medical care.

We are proud to support this important work.

hopeair.ca/hopeairday

#HopeAirDay #HopeAir

Tagging Guidelines

Facebook: <https://www.facebook.com/hopeair> (@hopeair)

LinkedIn: <https://www.linkedin.com/company/hope-air/> (@HopeAir)

Instagram: <https://www.instagram.com/hopeair/> (@hopeair)

Link to direct your audience: <https://hopeair.ca/hopeairday/>

Hope Air is active on the above channels listed. When posting on your channels for Hope Air Day, please be sure to tag us so we can reshare your support with our community.

#HopeAirDay #HopeAir

Hope Air Day: Hope Air Content Calendar

Date	Post Type	Theme	What This post Does
Wednesday April 22	Hope Air Day Release	Introducing Hope Air Day	Officially launches Hope Air Day.

	Campaign Launch Website and Social Media	CTA: Join Us	Announces May 6 as a national awareness day focused on the role of Hope Air in helping Canada deliver on its promise of free healthcare.
Friday April 24	Hope Air Day Explainer/ Education	Medical Travel & Access CTA: Join Us	Explains how travel and finances can be a barrier to care, Hope Air's role in helping to address this barrier, and why Hope Air Day exists.
Monday April 27	Hope Air Staff Video	Inside Hope Air CTA: Join Us	Staff video highlighting why Hope Air Day matters and why supporters should participate
Wednesday April 29	Countdown One Week Until Hope Air Day + Testimonial	Credibility & Urgency CTA: Join Us	Marks one week until Hope Air Day. Hope Air will promote a video from our partners.
Monday May 4	Final Reminder	Partner Participation CTA: Join Us	Encourage supporters of Hope Air to post on Hope Air Day. Reinforces Hashtags, tagging, and collective participation
Wednesday May 6	HOPE AIR DAY	Collective Impact & Gratitude CTA: Join Us	Recognize Hope Air Day. Highlights collective impact, reshared partner content, patient stories, and gratitude for 40 years of supporting access to healthcare.

Sharing a Video Message:

As we prepare to celebrate Hope Air Day, we are planning a coordinated social media cascade to highlight the impact of Hope Air's work throughout the day on May 6.

To support this effort, stakeholders are encouraged to share content that reflects their support for Hope Air and the patients we serve.

Your video may include:

- Why Hope Air Day matters to you or your organization
- What Hope Air's mission means to your team or community
- Your experience supporting Hope Air or working alongside our organization
- Why Hope Air's work is important for patients who must travel for medical care

These video messages help create a strong, collective presence across digital platforms and highlight the shared commitment behind Hope Air's mission.

Content can be shared by:

- Posting on your own social media channels and tagging Hope Air
- Sending content directly to your Hope Air contact for potential resharing

Video Recording Tips

To help make recording easy, please consider the following tips:

- **Keep it authentic**
 - Speak naturally and share your real experience or perspective. A few bullet points are often more effective than a script.
- **Focus on lighting**
 - Natural light works best. Face a window when possible and avoid dark or backlit settings.
- **Choose a clean background**
 - Select a simple, non-distracting background that fits the tone of your message.
 - If relevant, include a place, activity, or experience related to your message rather than only speaking to the camera.
- **Use a steady camera**
 - Prop your phone or camera to avoid movement. Use horizontal orientation unless vertical is required.
- **Ensure clear audio**
 - Record in a quiet space and speak clearly. Avoid background noise.

- **Keep it short**
 - Aim for 30 to 60 seconds. Start with your main point early.
- **Be yourself**
 - A warm and natural tone helps your message connect.

Link to sample video script:

<https://hopeair.ca/wp-content/uploads/2026/02/Video-Support-Script.pdf>

Thank You

Thank you for supporting Hope Air Day and helping raise awareness about healthcare access across Canada. Your participation helps ensure that patients can reach the care they need, regardless of where they live.