

# Social Media: NRC Announcement

## Select channels for publication

### Twitter

- GC Newsroom: @NewsroomGC (tweets written in 3rd person)
- Canadian Innovation: @ISED\_CA | @ISDE\_CA
- Canadian Science: @CDNScience | @ScienceCdn
- Canadian Tourism: @cdntourism | @TourismeCDN
- Canada Business: @canadabusiness | @entreprisescan

### Facebook

- Canadian Innovation | Innovation canadienne
- Canadian Science | Science canadienne
- Canada Business | Entreprises Canada

### LinkedIn

Innovation, Science and Economic Development Canada | Innovation, Sciences et Développement économique Canada

### Instagram

- Canadian Innovation: @cdninnovation | @innovationcdn
- Canadian Science: @cdnscience | @sciencecdn
- Canadian Tourism: @cdntourism | @tourismecdn

## ADVISORS

Please include communications products (media advisory, news release and any other relevant products) in your email and provide three short key messages below.

Key Messages	
1	<b><u>The Government of Canada is committed to ensuring Canadians' health and safety, and we understand a key component of that is securing a vaccine for COVID-19.</u></b>
2	<b><u>Scientists both in Canada and across the globe are working around the clock to develop a safe, effective COVID-19 vaccine.</u></b>
3	<b><u>Today's investment will help us ensure Canadians will have early access to a vaccine, once one is found, by increasing our capacity to manufacture a vaccine here at home.</u></b>

**NOTE:** Give the number of characters of each tweet, as shown in the example.

Date:				
Content Type	Channel	Time	English	Français
NR Tweet	@NewsRoomGC		The @CanadianPM and Minister Bains announce funding for new a biomanufacturing facility to increase Canada's ability to manufacture a vaccine for #COVID19. @NRC_CNRC [link to NR]	

			[167 characters + link]	
Tweet	@cdnscience		<p>Preparation is key! 🔑</p> <p>To ensure Canadians have early access to a vaccine, the #GoC is investing in a new biomanufacturing facility to increase the production of a vaccine for #COVID19. [link to NR] @NRC_CNRC</p> <p>[194 characters + link]</p>	
FB Post	FB-Canadian Science		<p>Scientists in Canada and across the globe are working around the clock to develop a safe and effective #COVID19 vaccine.</p> <p>Today, the Prime Minister of Canada and Minister Bains announced funding for new a biomanufacturing facility to increase Canada’s ability to manufacture a #COVID19 vaccine.</p> <p>The Government continues to explore and pursue all viable options to ensure the procurement of potential vaccines to better protect the health and welfare of Canadians. [link to NR]</p>	