

# Social Media: COVID-19 Vaccine and Therapeutics Task Forces Announcement

## Select channels for publication

### Twitter

- ☒ GC Newsroom: @NewsroomGC (tweets written in 3rd person)
- ☒ Canadian Innovation: @ISED\_CA | @ISDE\_CA
- ☒ Canadian Science: @CDNScience | @ScienceCdn

### Facebook

- ☒ Canadian Innovation | Innovation canadienne
- ☒ Canadian Science | Science canadienne

### LinkedIn

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



## 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	With the Vaccine Task Force, we are focussing our vaccine development investments to ensure the greatest chance of success. Our goal is to be able to have a vaccine as quickly as possible.
2	These investments contribute to Canada's preparedness and are critical areas to protect lives and livelihoods, as well as to restart our economy
3	This is why the Government of Canada is bringing together vaccine and immunology experts and industry leaders who have proven ability in vaccine development and commercialization to serve on a COVID-19 Vaccine Task Force.

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

Date: June XX				
Content Type	Channel	Time	English	Français
NR Tweet	@NewsRoomGC	TBC	Ministers Bains and Hadju announced the creation of the #COVID19 Vaccine Task Force & Therapeutics Task Force, who will work with the #GoC to help develop a vaccine and new therapeutic treatments. [link to NR]	

			[197 characters + link to NR]	
Tweet	@ISED_CA	TBC	<p>#COVID19 Vaccine Task Force &amp; Therapeutics Task Force, assemble! Canada's new teams of industry experts have been selected to advise the #GoC on vaccine development and therapeutic treatment projects. [Link to NR]</p> <p>[199 characters + link to NR]</p> <p>[Shareable and Alt text:]  COVID-19: The Government of Canada is working with experts to help develop a vaccine and therapeutic treatments</p> <p>Template:</p>  <p>Suggested image:</p> 	
Retweet			RT on Science	
FB Post	FB-Canadian Innovation		<p>#COVID19 Vaccine Task Force and Therapeutics Task Force, assemble! Protecting all Canadians is the Government of Canada's number one priority.</p> <p>Today, Minister Bains and Minister Hadju announced the creation of two teams of industry experts who will help the Government of Canada develop a vaccine and new therapeutic treatments to fight COVID-19. [link to NR]</p> <p>@HealthyCdns</p> <p>[link to NR]</p> <p>[insert shareable + alt text]</p> <p>COVID-19: The Government of Canada is working with experts to help develop a vaccine and therapeutic treatments</p>	

Share	Canadian Science		Share above on Science	
LinkedIn	ISED		<p>#COVID19 Vaccine Task Force and <b>Therapeutics Task Force</b>, assemble! Protecting all Canadians is the Government of Canada's number one priority.</p> <p>Today, Minister Bains and Minister Hadju announced the creation of two teams of industry experts who will help the Government of Canada develop a vaccine <b>and new therapeutic treatments to fight COVID-19</b>. [link to NR]</p> <p>[insert shareable + alt text]  <b>COVID-19: The Government of Canada is working with experts to develop a vaccine and therapeutic treatments</b></p>	