

THE RIGHT SUPPORT AT THE RIGHT TIME CAMPAIGN

SOCIAL MEDIA KIT

Campaign Title

The Right Support at the Right Time

Subtitle

Better understanding the caregiving trajectory to better support caregivers

Text for social media

NATIONAL CAREGIVERS WEEK 2025 📢

Every caregiving trajectory is different, but one factor remains: for caregivers, getting the right support at the right time can make all the difference.

To mark National Caregivers Week (November 2 to 8), the Quebec Observatory on Caregiving is launching “The Right Support at the Right Time” campaign.

Through three short videos, dive into three key moments in caregivers’ journeys, read touching testimonials, and learn concrete ways to support them as their role evolves, shifts or is redefined.

👉 Discover the campaign: <https://observatoireprocheaide.ca/en/the-right-support-at-the-right-time-campaign/>

#SNPPA #TheRightSupportAtTheRightTime

Hashtags to use

- #TheRightSupportAtTheRightTime
- #SNPPA

Visuals

Facebook and LinkedIn

- [Visual Social Media – 820 x 360 px – version 1 \(PNG 408 Ko\)](#)
- [Visual Social Media – 820 x 360 px – version 2 \(PNG 358 Ko\)](#)
- [Visual Social Media – 820 x 360 px – version 3 \(PNG 343 Ko\)](#)

Newsletter

- [Visual Newsletter – 564 x 192 px – version 1 \(PNG 193 Ko\)](#)
- [Visual Newsletter – 564 x 192 px – version 2 \(PNG 167 Ko\)](#)
- [Visual Newsletter – 564 x 192 px – version 3 \(PNG 166 Ko\)](#)

Website

- [Visual Web – 800 x 500 px – version 1 \(PNG 575 Ko\)](#)
- [Visual Web – 800 x 500 px – version 2 \(PNG 492 Ko\)](#)
- [Visual Web – 800 x 500 px – version 3 \(PNG 386 Ko\)](#)