



Day of Mourning social media toolkit

In 2023, **165 Alberta workers** lost their lives to workplace incidents. Such losses have a profound impact on families, friends, employers and co-workers.

Social media post ideas

You can take an active role by recognizing the significance of this day on your organization’s social platforms to honour those we’ve lost. To help you get started, we've drafted some posts below with suggested timing and images for you to use. Feel free to use these as they are or customize them in a way that works for you.

Suggested post date	X (Twitter)	FB/LinkedIn/IG	Graphic
April 18	<p>#Albertans the National Day of Mourning is approaching.</p> <p>On April 28, join us in taking a moment to pause & remember the workers lost to workplace injury or illness.</p>	<p>#Albertans the National Day of Mourning is approaching.</p> <p>On April 28, let us remember and honour the 165 Albertans who lost their lives to workplace injury or illness in 2023.</p> <p>Take a moment with your own teams and coworkers to pause and remember those workers lost.</p>	
April 23	<p>This Sunday, join us in honouring the 165 #Albertans who lost their lives to workplace injury & illness in 2023.</p> <p>Take a moment to reflect on the impact of these</p>	<p>This Sunday, join us in honouring the 165 #Albertans, who lost their lives to workplace injury & illness in 2023.</p> <p>Take a moment to reflect on the impact of these losses on the lives of so many. #DayOfMourning</p>	

	losses on the lives of so many.		
April 28	<p>Today is the #DayOfMourning.</p> <p>We remember & pay our respects to the 165 Albertans who lost their lives to work-related incidents in 2023.</p> <p>Take a moment today to cherish their memory and reflect on how much they meant to so many.</p>	<p>Today is the National Day of Mourning. With heavy hearts, we remember and pay our respects to the 165 Albertans who lost their lives to workplace injury or illness in 2023.</p> <p>Take a moment today to cherish their memory and reflect on how much they meant to so many.</p> <p>#DayofMourning #WCBAlberta</p>	