



**COMMUNICATIONS CAMPAIGN
"DIPLOMA IN YOUR POCKET"**

**PARTNER KIT
FALL 2025**



An initiative of:



**Ensemble
Sherbrooke**
POUR DES COMMUNAUTÉS EN SANTÉ

R3USSIR
Education Employment Estrie

PRESENTATION OF THE CAMPAIGN

In November 2025, R3USSIR and Ensemble Sherbrooke invite you to take part in a major regional campaign to encourage graduation among young people.



GOAL

Remind the entire population the importance of obtaining a diploma, whether it is high school, professional training, college or university.



SIGNATURE

With your diploma in your pocket, become the best version of yourself!

#diplomeenpoche

IN THIS KIT



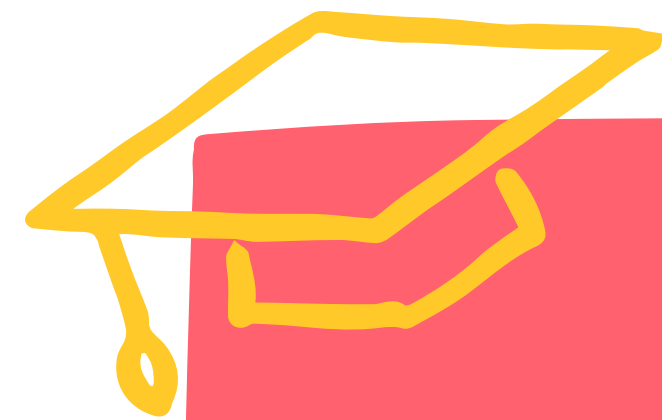
You will find all the necessary tools to participate actively in the campaign and to promote in your community.

To learn more, visit:
diplomeenpoche.ca

QUESTIONS?

Don't hesitate to contact:

Élaine Charest
Communications Advisor, R3USSIR
elaine.charest@reussirestrie.ca



HOW TO PARTICIPATE TO THE CAMPAIGN?

**DOWNLOAD ALL
THE TOOLS**



**SHOW YOUR COLORS
ON SOCIAL MEDIA**

**POST THE CAMPAIGN VIDEO
ON LAUNCH DAY**

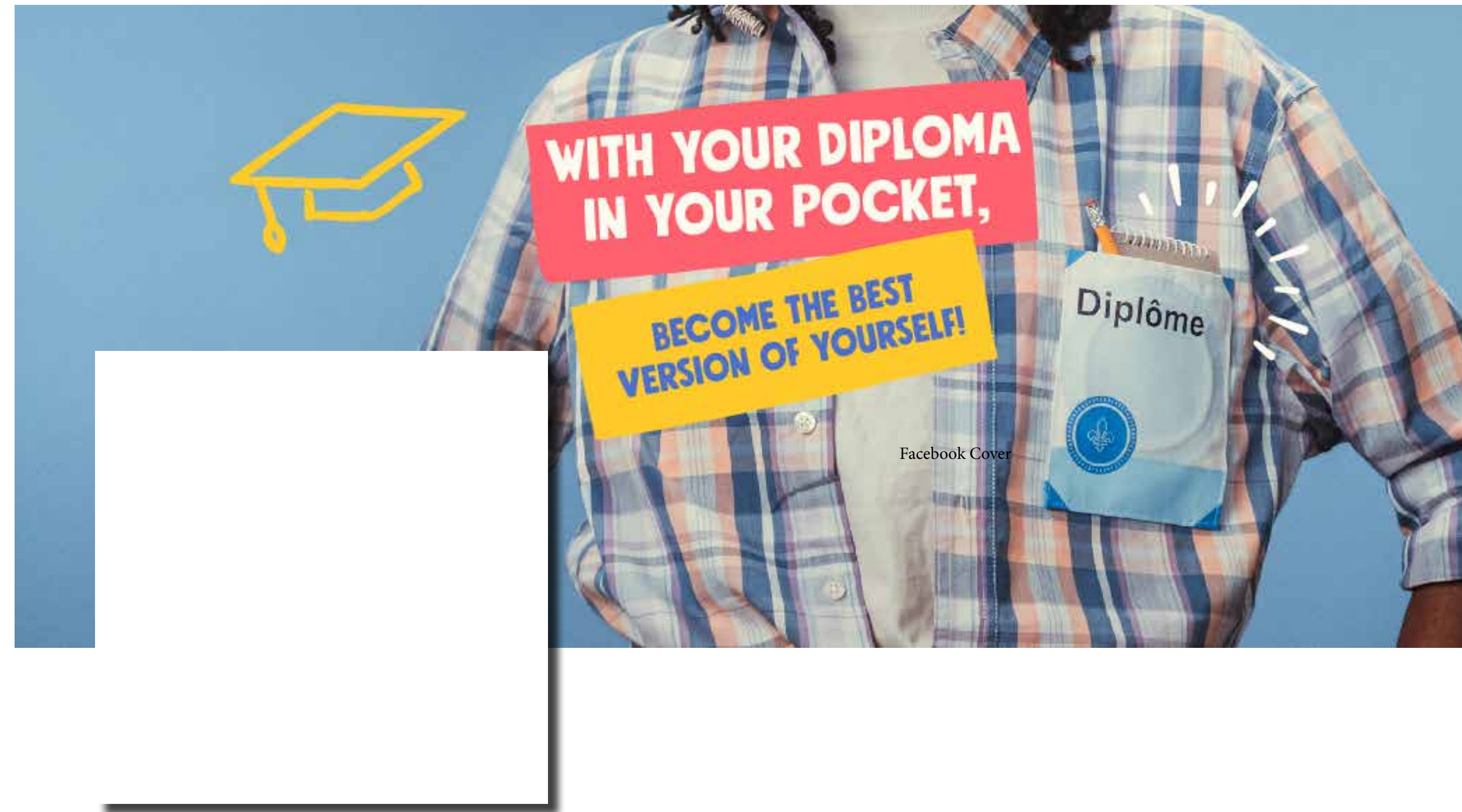
HELP AMPLIFY THE CAMPAIGN'S REACH

**STYLE YOUR COMMUNICATION TOOLS
WITH CAMPAIGN BRANDING**

**DISPLAY CAMPAIGN VISUALS IN YOUR
SPACES**

SHOW YOUR COLORS ON SOCIAL MEDIA

Facebook Cover



SHOW YOUR COLORS ON SOCIAL MEDIA

LinkedIn Cover



POST THE CAMPAIGN VIDEO ON LAUNCH DAY

META posts
Target audience: Youth
(Part 1)

Post 1

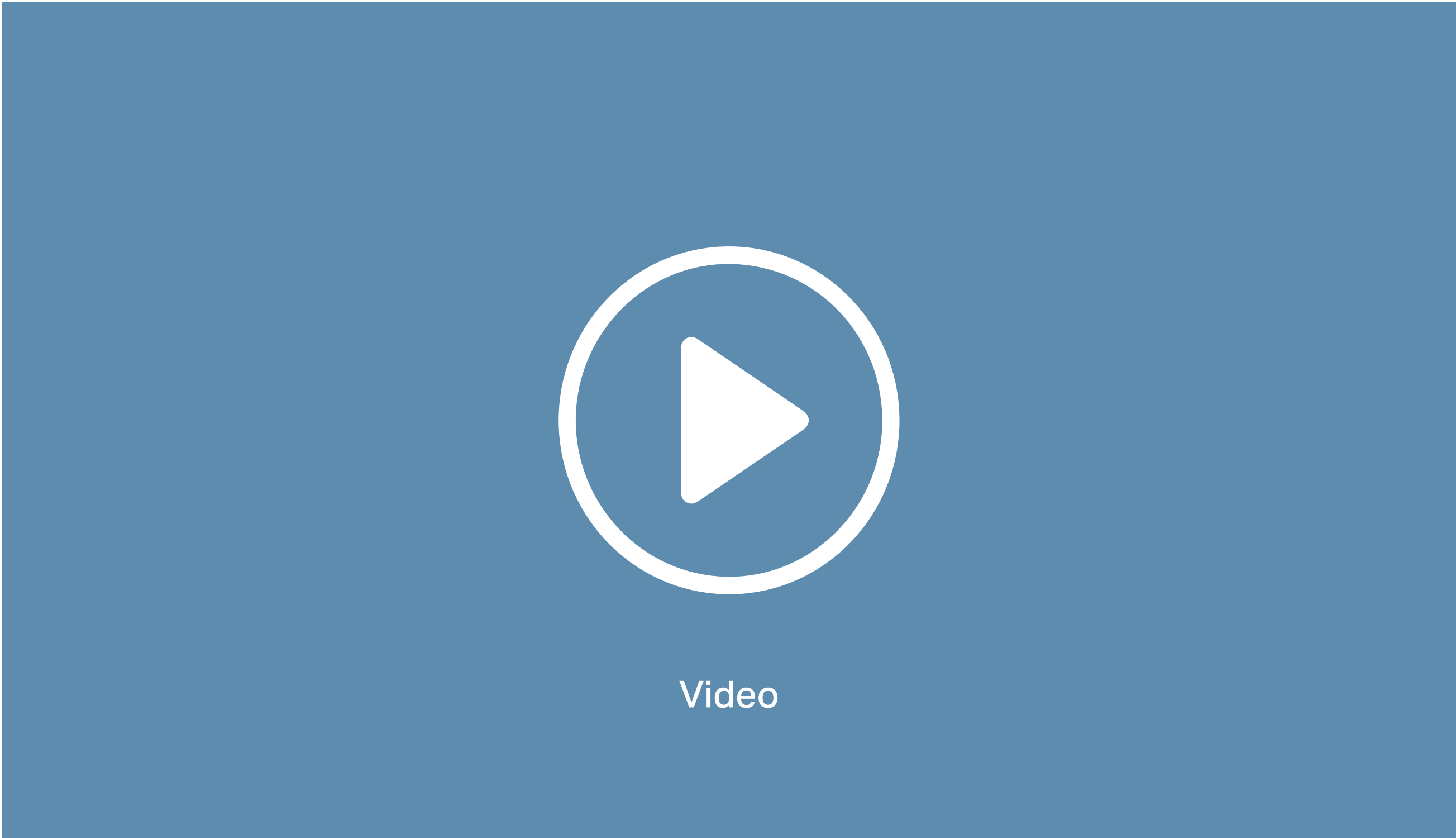
Proposed publishing date: November 3

Having a diploma in your pocket opens lots of doors! Imagine having an exciting career that enables you to thrive and positively impact your community.

With your diploma in your pocket, become the best version of yourself. 🦾

Go all out! 🎓

#diplomeenpoche



HELP **AMPLIFY** THE CAMPAIGN'S REACH

META posts

Target audience: Youth (Part 2)

Post 2 (Carousel)

Proposed publishing date: November 12

Here are 5 good reasons to challenge yourself and get a diploma in your pocket! 🎓

It's much more than just a piece of paper. It's a launchpad to a successful professional life. Finding a job that you're passionate about can make all the difference later down the road as an adult.

With your diploma in your pocket, become the best version of yourself. 🦾

Go all out!

#diplomeenpoche 🎓



HELP **AMPLIFY** THE CAMPAIGN’S REACH

META posts Target audience: Youth (Part 3)

Post 3

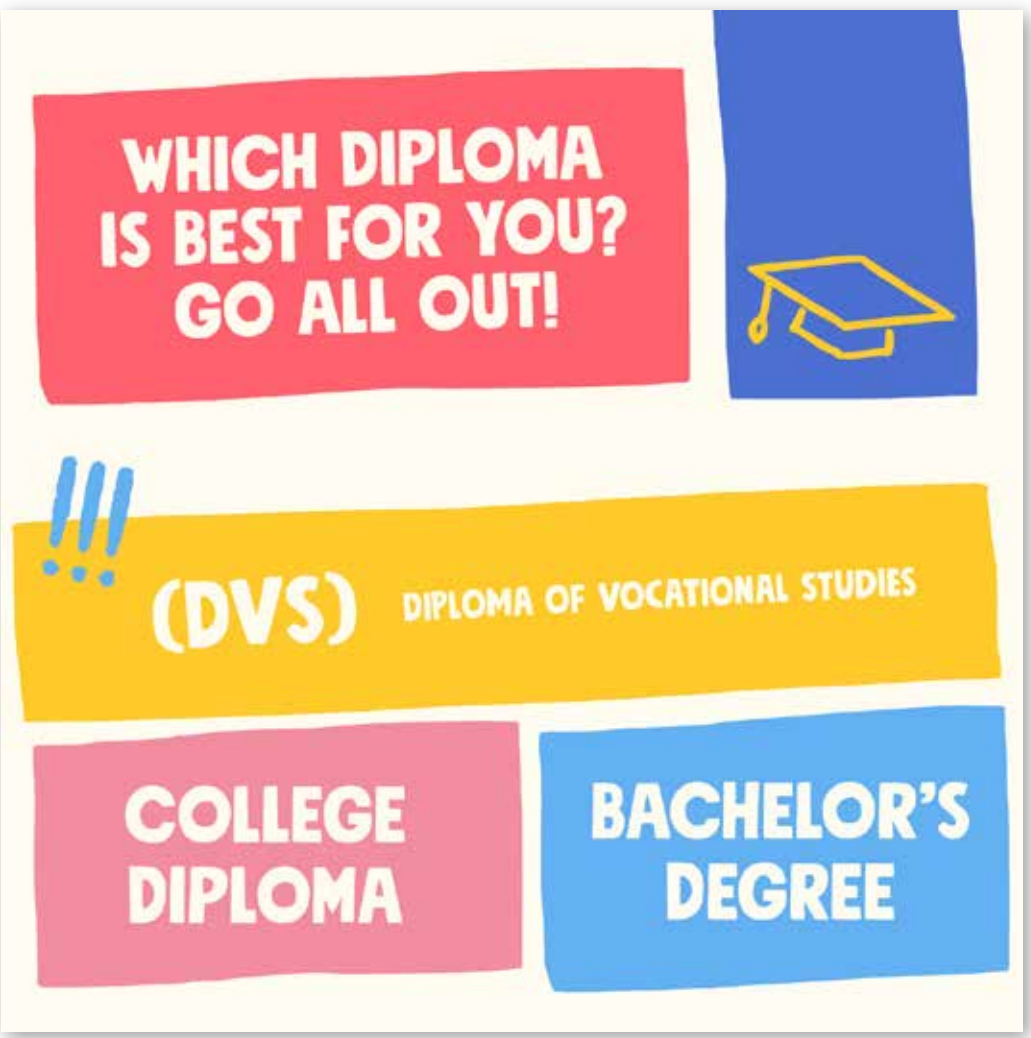
Proposed publishing date: November 18

Whatever your area of interest—art, science, mechanics, business or tech—there’s a program and diploma that’s just right for you. 🙌

You’ll pick up the know-how, knowledge and skills required to practice a specialized trade or profession. Explore the countless opportunities that await you thanks to the diversity of degrees available.

With your diploma in your pocket, become the best version of yourself. 🦾

#diplomeenpoche



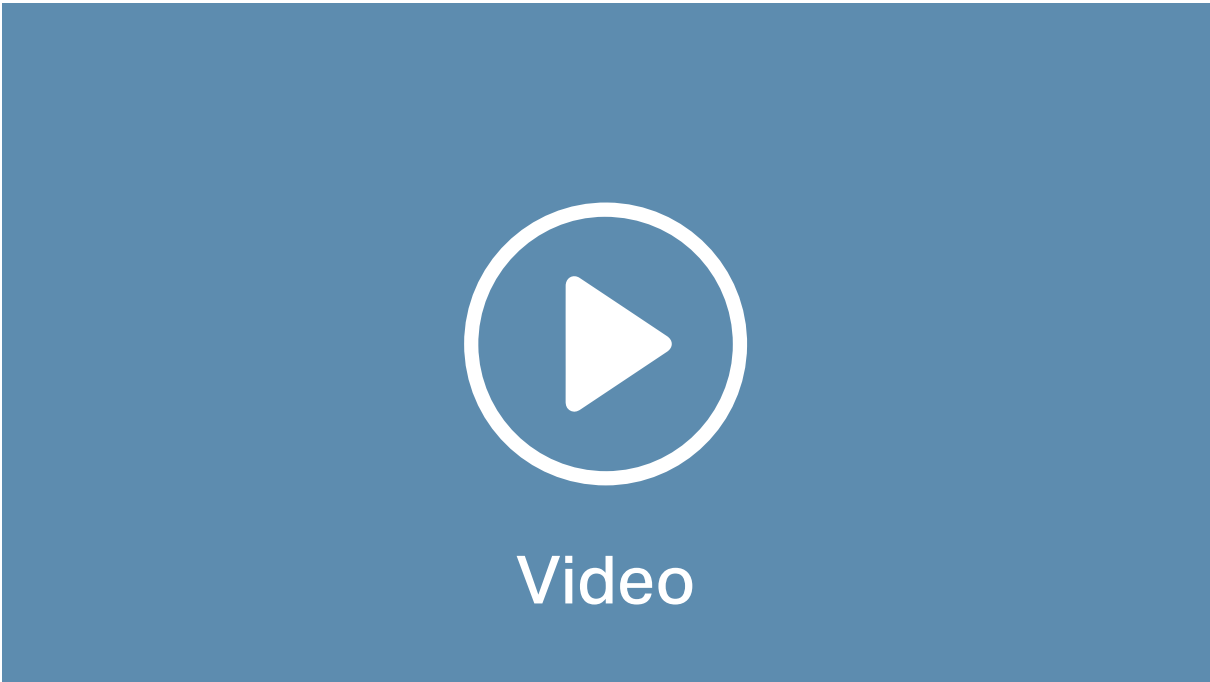
Post 4

Proposed publishing date: November 25

Did you know that getting your diploma is also a great opportunity to meet mentors, colleagues and friends who will share your journey and sometimes even remain by your side throughout your life? With your diploma in your pocket, you open a world of possibilities.

Go all out! 🎓

#diplomeenpoche



HELP **AMPLIFY** THE CAMPAIGN’S REACH

META posts
Target audience: Parents
(Part 1)

Post 1

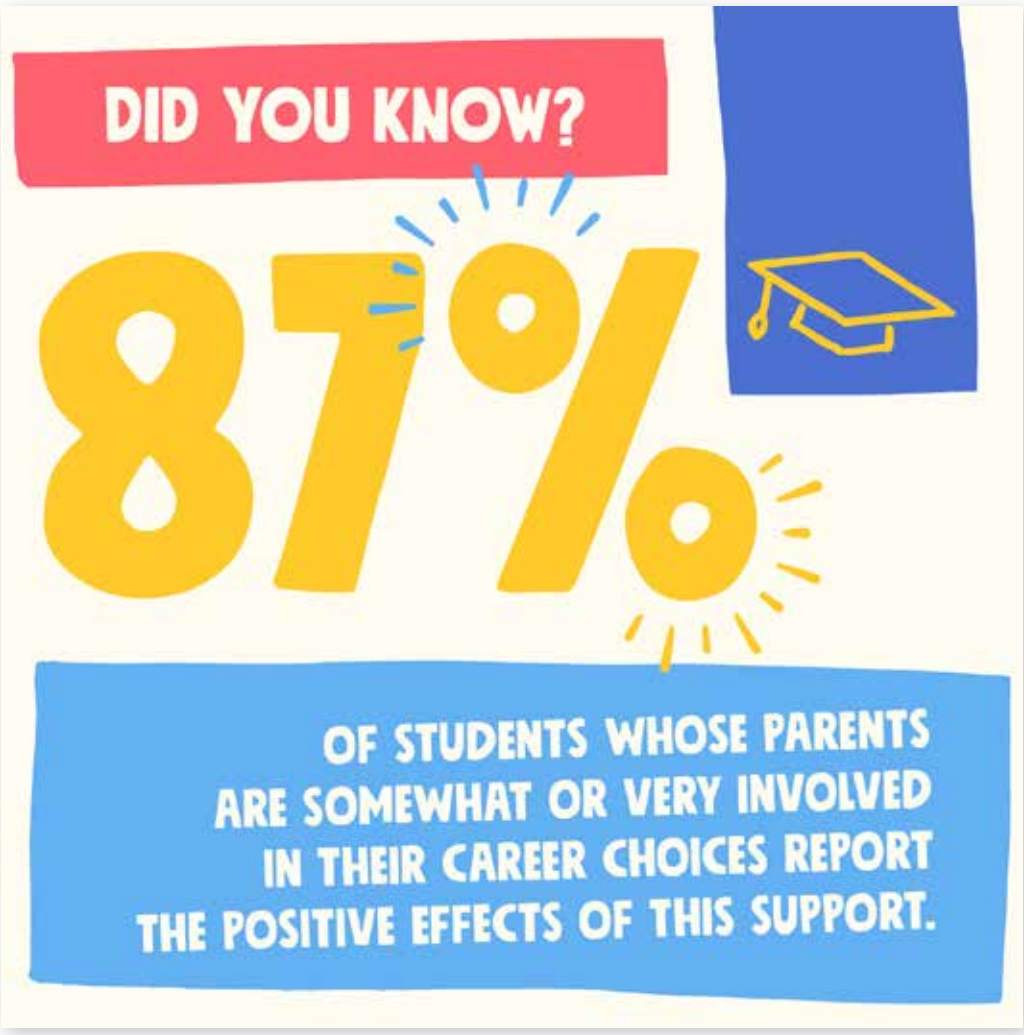
Proposed publishing date: November 3

Parents have invaluable information that can help their kids pinpoint their interests, talents and professional values.

By reminding their children of school or extracurricular projects they accomplished and highlighting their strengths, parents can play a key role in steering them in the right direction. Supporting them and maintaining open communication are essential to their development and growth.

Let’s help them go all out! 🎓

#diplomeenpoche



Post 2

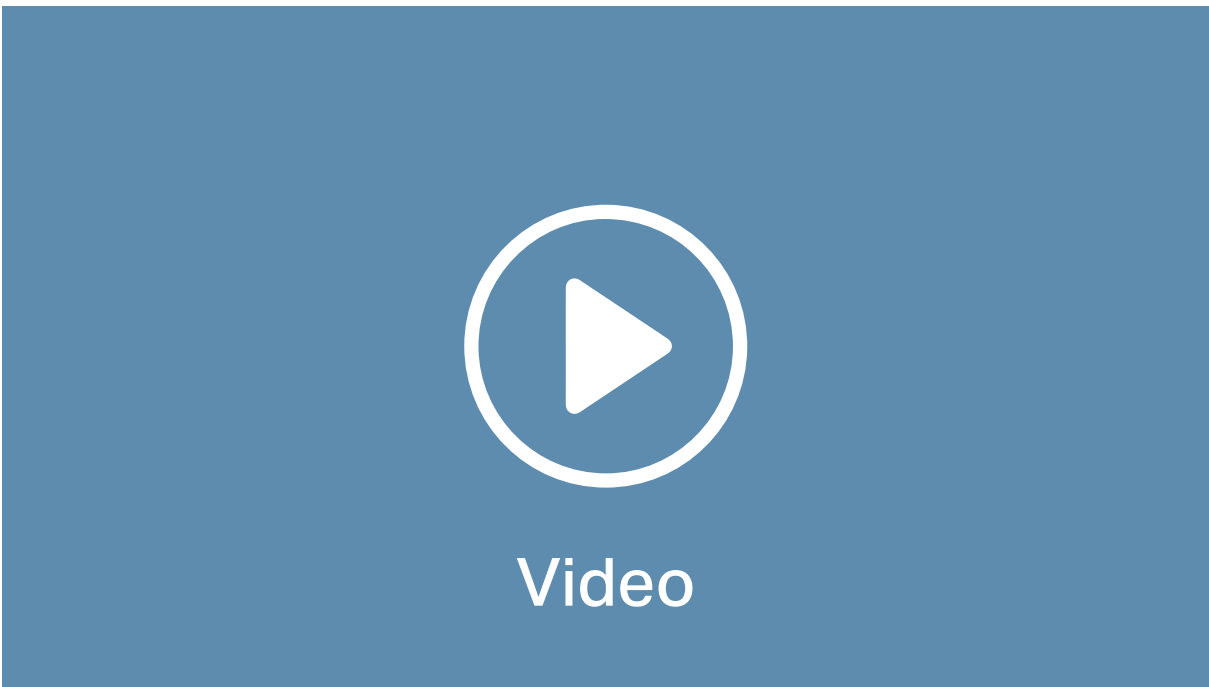
Proposed publishing date: November 11

Helping them become their best selves is beyond important. 🤖

As a parent, encourage your child to pursue a degree, regardless of the level or field. This is one of the best ways to ensure their success as an adult.

Let’s help them go all out! 🎓

#diplomeenpoche



HELP **AMPLIFY** THE CAMPAIGN'S REACH

META posts

Target audience: Parents

(Part 2)

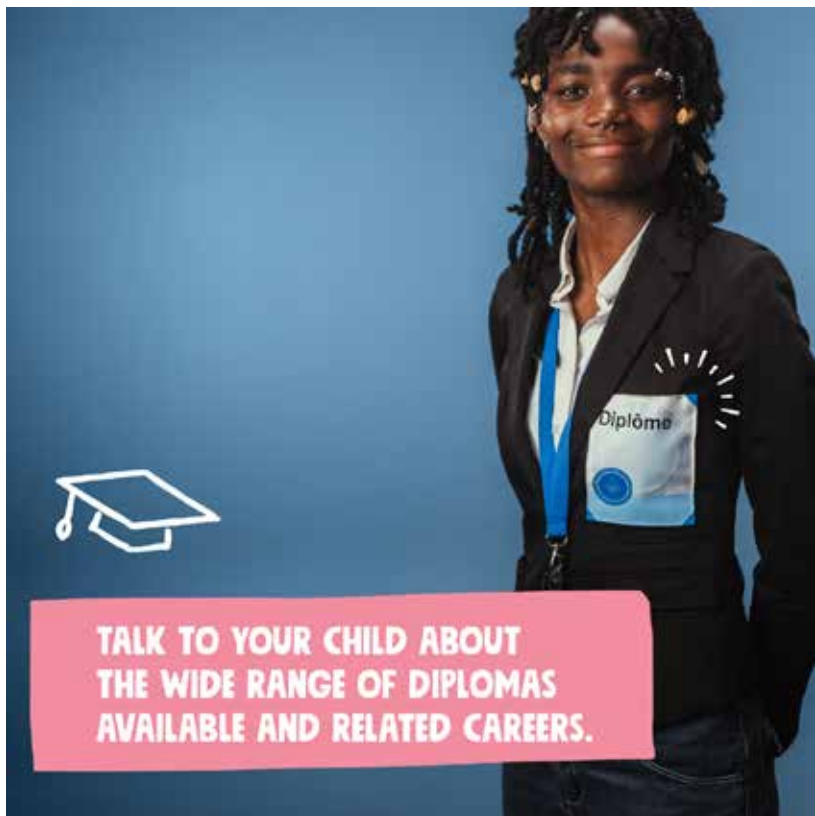
Post 3 (Carousel)

Proposed publishing date: November 20

Studies show that teens are more motivated in school and less anxious when they feel confident about their education and career choices. There are many resources, tools and services available to support them during this critical stage of their lives.

Here are five tips to help them ponder their choice of study and career plans, and ultimately get a degree in their pocket.

#diplomeenpoche



HELP **AMPLIFY** THE CAMPAIGN’S REACH

Other META posts (optional)

Post 1 (audience: youth)

Having a diploma in y our pocket opens lots of doors! 🎓

Become the best version of yourself. 🦾

Go all out!

#diplomeenpoche

Post 2 (audience: youth)

No matter your area of interest, there’s a program and diploma that’s just right for you. 🙌

Explore. The possibilities are endless. With your diploma in your pocket, become the best version of yourself. 🦾

#diplomeenpoche

Post 1 (audience: parents)

Let’s help them go all out! 🎓

As a parent, encourage your child to pursue a degree, regardless of the level or field. This is one of the best ways to ensure their success as an adult.

#diplomeenpoche

Post 2 (audience: parents)

As a parent, what can you do to help your child earn their diploma? 😊

Feel free to share your experience with your teen in the comments! 🙌

#diplomeenpoche

Select a video from the following (6-second video).



STYLE YOUR **COMMUNICATION** TOOLS WITH CAMPAIGN BRANDING

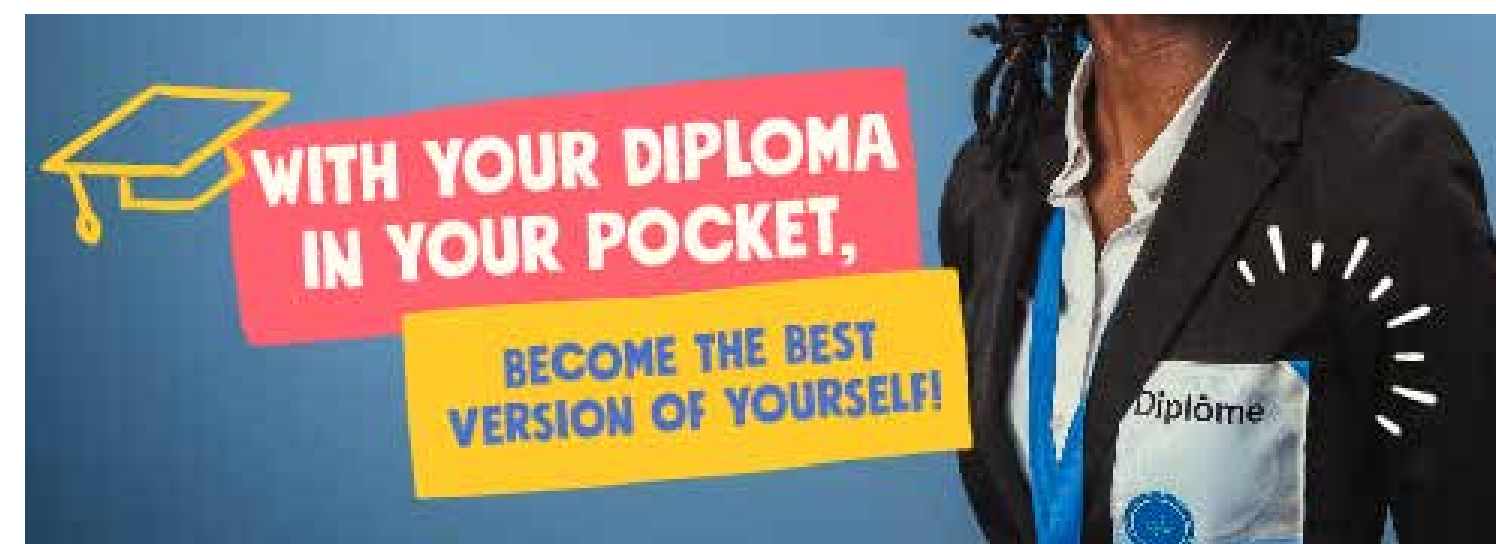
Newsletter banner



STYLE YOUR **COMMUNICATION** TOOLS WITH CAMPAIGN BRANDING

Email signature

Option 1



Option 2



STYLE YOUR **COMMUNICATION** TOOLS WITH CAMPAIGN BRANDING

Static image for digital screen

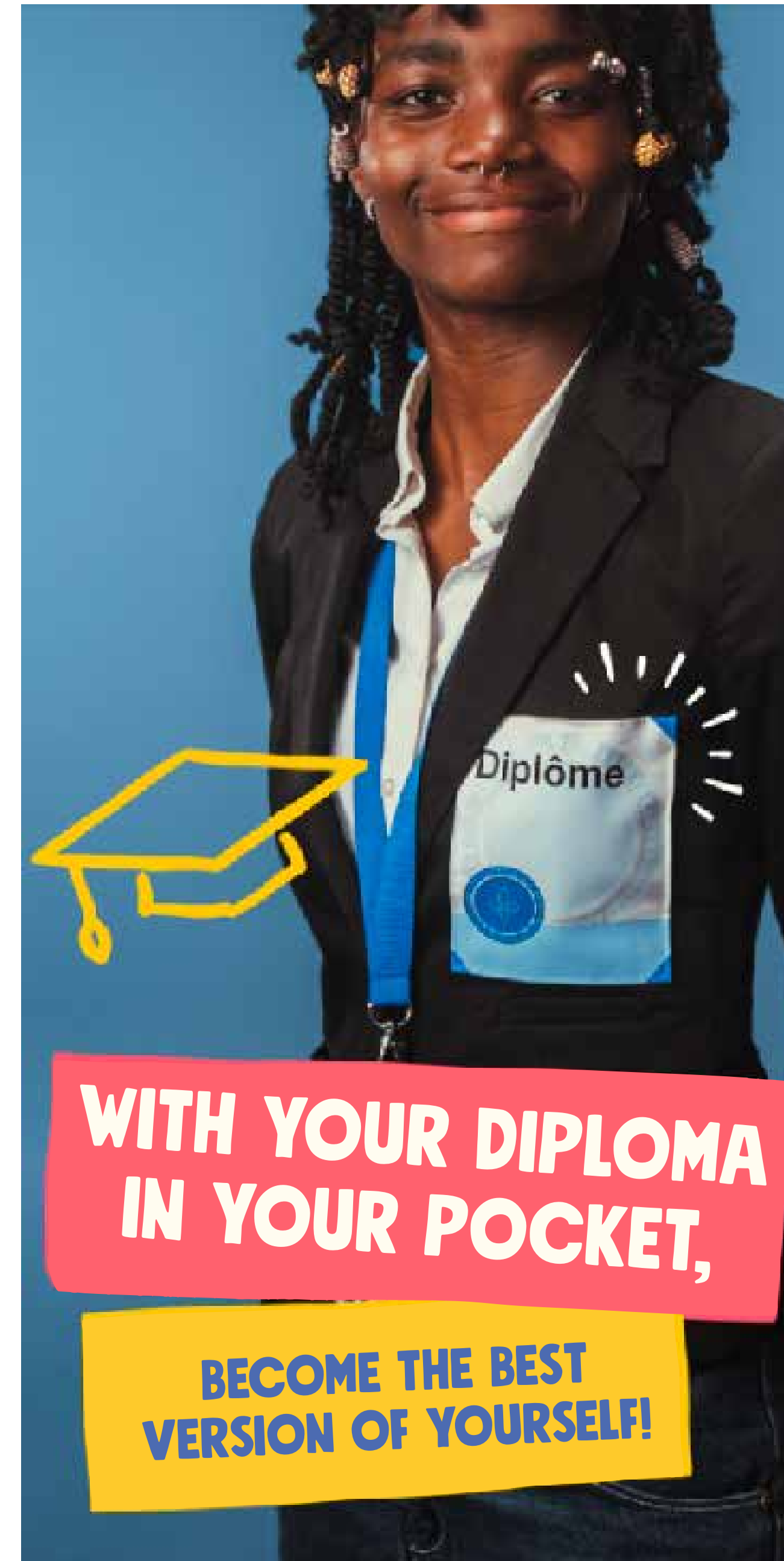
(1920 x 1080 pixels)



STYLE YOUR **COMMUNICATION** TOOLS WITH CAMPAIGN BRANDING

Static image for vertical digital screen

(Vertical format 9 x 18 in)



STYLE YOUR **COMMUNICATION** TOOLS WITH CAMPAIGN BRANDING

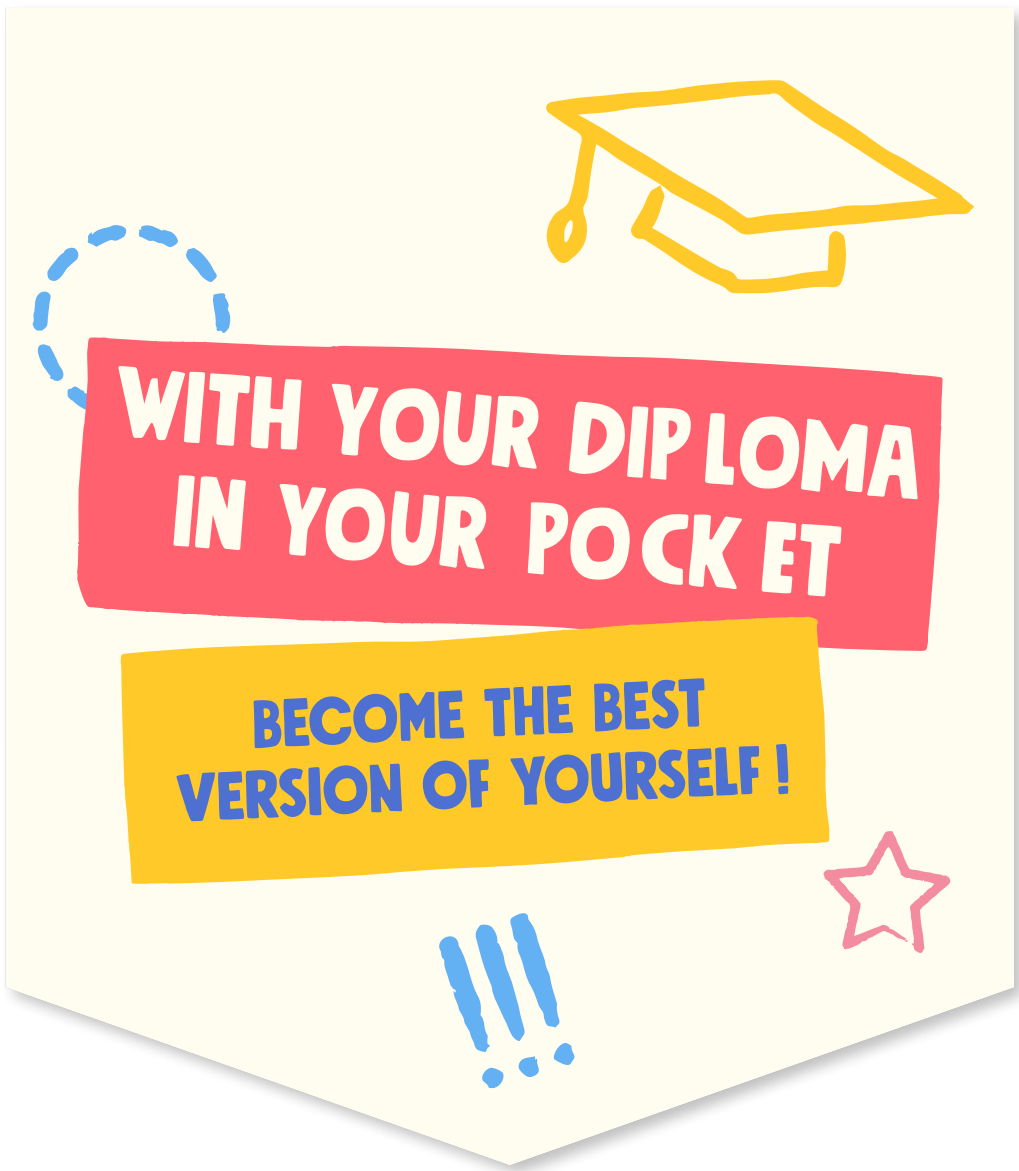
Other formats



300 x 600



300 x 250



Pocket visual 400 x 450



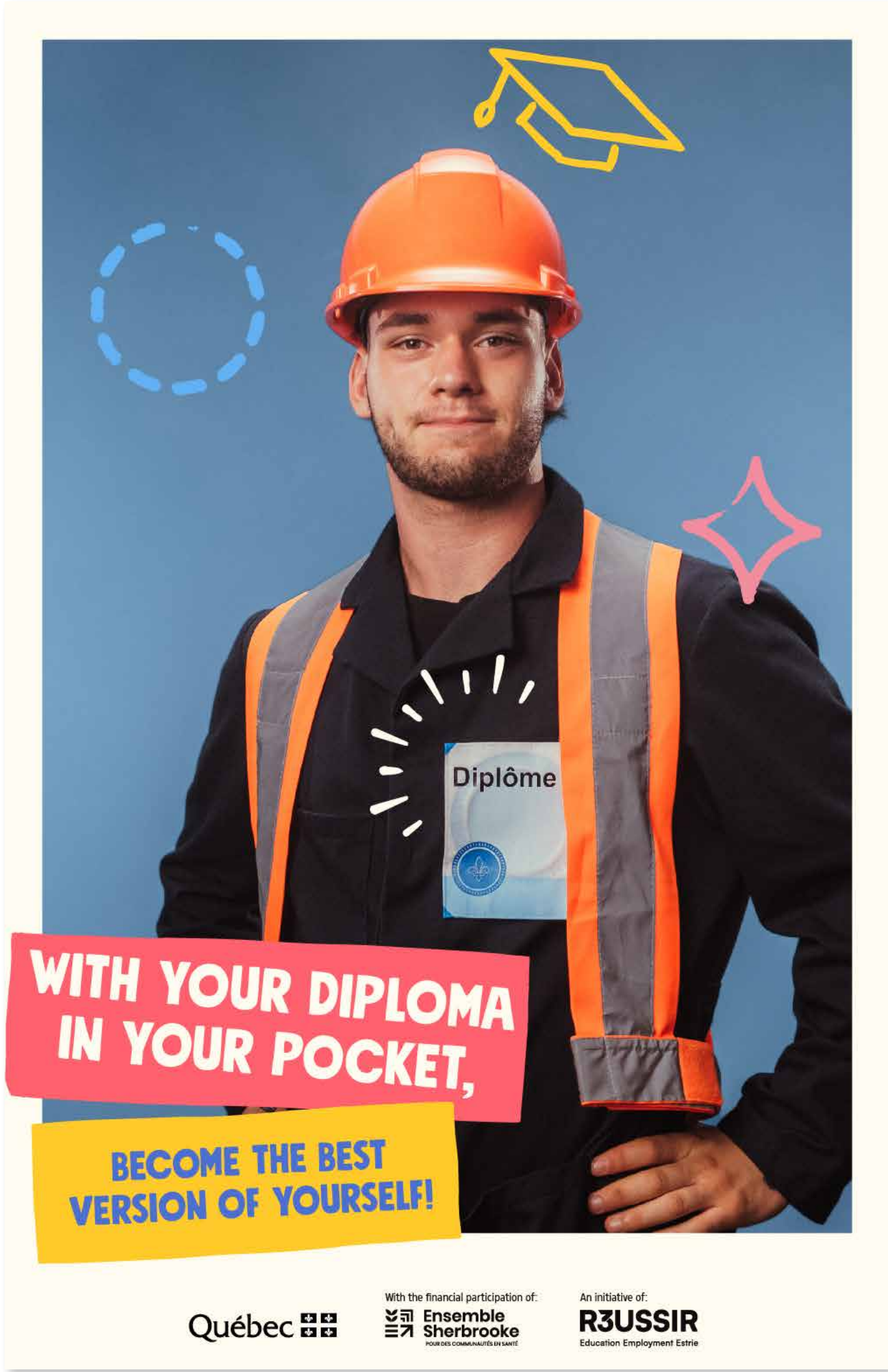
728 x 90



320 x 50

DISPLAY CAMPAIGN **VISUALS** IN
YOUR SPACES

Posters 11 x 17



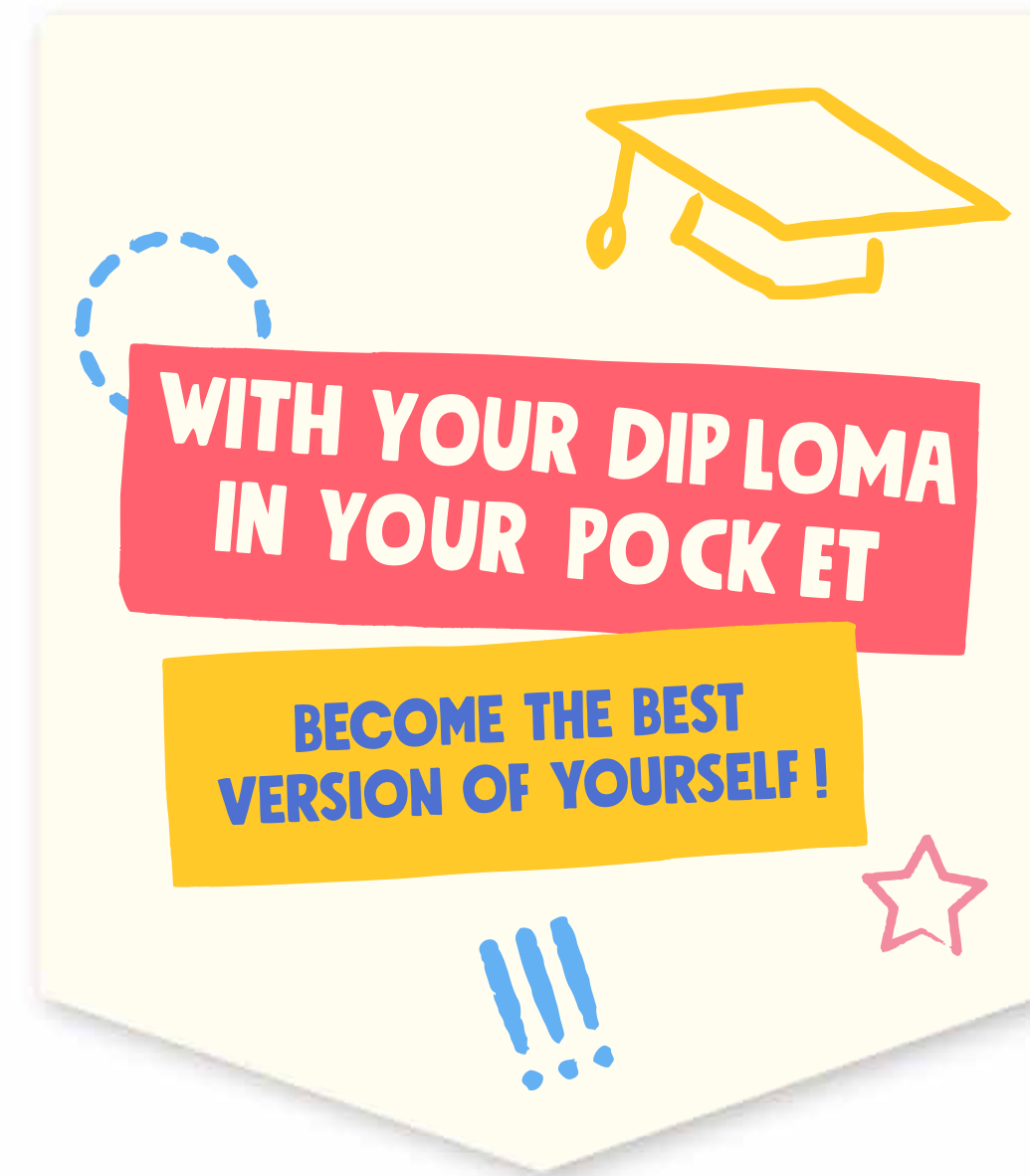
DISPLAY CAMPAIGN **VISUALS** IN
YOUR SPACES

Roll up 33 x 78



DISPLAY CAMPAIGN VISUALS IN YOUR SPACES

Partner pocket visual
(8.5 x 11 printable sheet)



THANK YOU