



Media Access

All ventures should assume media will be present at all events, including pitch events and therefore assume your pitch information is not confidential.

Public Relations and Social Media Guidelines

Now that you are part of Next 36, you may receive requests from local media (or you may seek them out yourself), so we have provided some resources in our Media Toolkit below to make it easier to talk about the program, including our logo, social media assets and captions.

Please let us know if there is anything missing.

Should you require somebody from NEXT Canada to answer any media questions, please refer them to [Alexandra McGregor, Chief Program Officer, NEXT Canada](#)

If you aren't already, please follow NEXT Canada on social media and make sure to highlight the support you are receiving from NEXT Canada / Next 36 to any interviewer.

Instagram: [@next_canada](#)

LinkedIn: [NEXT Canada](#)

Twitter: [@NEXT_Canada](#)

Facebook: [@nextcanadaorg](#)

[Jewels MacPherson-Zorro, Marketing & Creative Manager, NEXT Canada](#) tracks all press coverage and manages our social media. Should you receive any media coverage, please let her know so we can amplify your exposure by sharing it with

the NEXT network. Any news or updates you share on LinkedIn about you and your venture, tag NEXT so that we can share with our network and amplify your news.

Thank you in advance for being great champions for the organization, and let us know how we can do the same for you and your venture.

Internally, we may refer to you as Next 36-ers. However, you are described as “Entrepreneurs” or “program participants” when we speak with the media. For your websites, LinkedIn profiles, etc., we recommend you use Co-founder of “x” and Entrepreneur, Next 36 (not entrepreneur-in-residence, fellow, etc.). While your venture may have co-founders external to Next 36, please note that they are technically not considered part of the program or 2023 cohort unless they are accepted through our second intake and should not represent themselves in this manner.

	Next 36 LinkedIn Experience
Title	Next 36 2023 Cohort
Employment Type	Co-founder of “x” and Entrepreneur, Next 36
Company Name	NEXT Canada
Location	Toronto, Ontario, Canada
Headline	Building A More Ambitious & Competitive Canada
Description	NEXT Canada accelerates the growth trajectory of aspiring and scaling entrepreneurs with education, mentorship, funding and access to Canada's strongest entrepreneurial network and cutting-edge programming, designed to foster lifelong entrepreneurship in three streams: Next 36, Next AI and Next Founders.

Logos:

https://www.dropbox.com/s/wuk7cvswcpvhkva/Next%2036_Cohort_Logo%20Kit.zip?dl=0

Social Media:

Use the following for your social media posts to share the news. Feel free to include a personal note.

Social Media Post Template:

(Drag & drop your own headshot and fill in your name)

https://www.canva.com/design/DAFZJm19pMO/HAWPtIk1tpCsjDlvPmWGMw/view?utm_content=DAFZJm19pMO&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Social Media Story Template:

(Drag & drop your own headshot and fill in your name)

https://www.canva.com/design/DAFZJsYj7IU/qj_cYbObLEe4gujl-6jpLA/view?utm_content=DAFZJsYj7IU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Next 36 Social Media Captions	
Caption	<p><i>I am excited to announce that I have been accepted to join the highly selective and intensive Next 36 program! Ready to take my entrepreneurial journey to the NEXT level with access to unparalleled mentorship, resources, and networking opportunities.</i></p> <p><u>@next_canada</u></p> <p>#NEXTCanada #Next36 #Success #Business #Startup #Motivation #Leadership #Founder #AI #Health #Canada #CanadianEntrepreneur #News #NextAI #NextFounders #Alumni #Accelerator #entrepreneurship #career #building #leaders</p>
Caption	<p><i>I'm ready to take on @NEXT Canada's Next 36 program and turn my entrepreneurial dreams into reality. Looking forward to the opportunities and growth that this program will bring.</i></p> <p><u>@next_canada</u></p> <p>#NEXTCanada #Next36 #Success #Business #Startup #Motivation #Leadership #Founder #AI #Health #Canada #CanadianEntrepreneur #News #NextAI #NextFounders #Alumni #Accelerator #entrepreneurship #career #building #leaders</p>
Caption	<p><i>Excited to be among the select few chosen for the Next 36 program. This is a once-in-a-lifetime opportunity to connect with some of the best minds in entrepreneurship and scale our ventures to new heights. #Next36 #Entrepreneurship #Startups</i></p>

If you have any questions regarding the social media toolkit, please feel free to contact the Creative & Content Manager, Jewels MacPherson-Zorro at jewels@nextcanada.com