

MP MEDIA KIT CONTENTS

1. Tips for Media Engagement: MPs
2. Sample Media Release for MPs
3. Social Media Tip Sheet
4. Stump Story

TIPS FOR MEDIA ENGAGEMENT: MPs

If participating schools and MPs wish to invite media to publicize UNICEF Canada's "Bring your MP to School Day," please refer to the tips below.

Before the Visit:

- Seek approval from the school's administration before submitting a press release to the media.
- Request that the school obtain written permission from students and guardians to collect photos, video footage and/or quotes from students, if not already provided for in school waivers/permission forms. UNICEF Canada's release form can be requested by emailing policy@unicef.ca.

During the Visit:

- If students volunteer to participate in interviews, a responsible adult member of the school staff should be present throughout the interview and intervene as needed to ensure a safe and appropriate experience.

After the Visit:

- Share the media coverage with your constituents. This can be done on your website, in your next newsletter and with social media, for example.
- Share photos and quotes from your activity with UNICEF Canada at policy@unicef.ca. UNICEF Canada can share these with our networks through our website, social media and other communications, and in our press release on November 20 to raise additional awareness about UNICEF Canada's "Bring your MP to School Day."

If you have any questions about media engagement, please contact policy@unicef.ca.

**SAMPLE MEDIA RELEASE FOR MPs
“BRING YOUR MP TO SCHOOL DAY”**

CELEBRATE NATIONAL CHILD DAY WITH <MP>, <SCHOOL> AND UNICEF CANADA

<CITY>, November <day, year>, – To celebrate National Child Day, <MP name> heard from students at <school name> as part of UNICEF Canada’s “Bring your MP to School Day.” The initiative gave young Canadians and their elected representatives the opportunity to participate in a meaningful exchange and discuss issues that matter most to Canadian youth.

“It’s encouraging to see MPs engage children in discussions on issues that concern them,” said David Morley, President and CEO, UNICEF Canada. “UNICEF Canada’s ‘Bring your MP to School Day’ is a great opportunity for students to share their opinions and for elected officials to hear first hand from our youngest citizens. For many students this may be their first experience interacting with a parliamentarian and we hope it is inspiring for both the students and the MPs.”

<MP name> addressed issues such as: <conversation topics>. In particular <comments/observations from the event>.

<Quote from MP about UNICEF Canada’s “Bring your MP to School Day.”>

Engaging with children and youth – who make up about a quarter of the population – helps inform decisions that affect this often vulnerable but non-voting population, and advances the civic education of Canada’s youngest citizens.

<Quote about issues affecting young people in the MP’s riding.>

To learn more about National Child Day or UNICEF Canada’s “Bring your MP to School Day,” visit www.unicef.ca/ncd. Canadians can also celebrate National Child Day by joining the Twitter conversation with the hashtag #timetobeheard.

For more information, contact:

<MP’s name>

<Riding>

<Telephone number>

<Email address>

SOCIAL MEDIA TIP SHEET

GENERAL TIPS



Follow @UNICEFCanada

- Re-tweet @UNICEFCanada and thank those who re-tweet your messages.
- Include the campaign hashtag #timetobeheard in your tweets.
- See which topics are trending to join relevant conversations. The Twitter community may adopt a hashtag for National Child Day that you can include in your tweets.
- Provide a link to the campaign for more information (unicef.ca/ncd).



Like us at facebook.com/unicefcanada

- Follow UNICEF Canada on Facebook for updates and content to re-broadcast.
- Tag UNICEF Canada in your pictures or posts.
- Encourage your community to “Like” or “Share” posts.
- Provide a link to the campaign for more information (unicef.ca/ncd).

IDEAS

- Change your Twitter and Facebook profile photos to one of you as a young student to encourage conversations and/or use NCD logos and banners where possible.
- Mention the school you are visiting by including their Twitter handle.
- Re-tweet messages from the school you are visiting.
- Include the hashtag for Canadian politics (#cdnpoli) to connect with individuals who may be interested in how MPs are supporting the community.
- Include the NCD banner on your email signature during National Child Day and encourage your staff members to do the same.
- Print the ‘Quotable Photo’ Bubble from www.unicef.ca/ncd and write your National Child Day message in it, then take a photo of yourself with it and share broadly on social media

Sample Tweets

- Today, I'm going back to school to celebrate National Child Day with students. It's their #timetobeheard! <http://unicef.ca/ncd> #cdnpoli
- As part of @UNICEFCanada's Bring Your MP to School Day, I'm engaging with students at <School Twitter handle>. <http://unicef.ca/ncd> #timetobeheard
- Here's a photo of me in grade 5. What would the 10-yr-old me say to an MP if given the chance? <http://unicef.ca/ncd> #timetobeheard #cdnpoli

- Today is National Child Day. Join @UNICEFCanada to celebrate the young leaders of tomorrow. It's their #timetobeheard. <http://unicef.ca/ncd>
- Young people have a right to be heard. Join @UNICEFCanada to celebrate National Child Day: <http://unicef.ca/ncd> #timetobeheard #cdnpoli

Sample Facebook posts

- Here's a photo of me in grade 5. I wonder what the 10-year-old version of me would have said to an MP if given the chance?
- For National Child Day I'll engage with students at [school name] as part of UNICEF Canada's "Bring your MP to School Day." It's their time to be heard.
- Today is National Child Day. Join UNICEF Canada and I as we celebrate our youngest citizens. It's their time to be heard!
- Learn more about how we are celebrating National Child Day here: www.unicef.ca/ncd
- To learn how you can celebrate National Child Day, visit: <http://unicef.ca/ncd>

STUMP STORY

CELEBRATE NATIONAL CHILD DAY WITH <MP>, <SCHOOL> AND UNICEF CANADA

National Child Day is celebrated on November 20 in Canada. To mark this special occasion, UNICEF Canada organized its annual “Bring your MP to School Day,” connecting members of Parliament with schools across the country. Students were given the opportunity to share the issues that matter most to them and engage in hands-on civic engagement. MPs responded and discovered how the students’ views could inform their work.

Embracing the theme of “It’s our time to be heard,” the students discussed what a Canada where all children truly belong looks like. For many students, this activity was their first engagement with a parliamentarian and their first opportunity to help influence government decisions that affect them. It was an inspiring exchange for both students and MPs.

To learn more about National Child Day or UNICEF Canada’s “Bring your MP to School Day”, visit www.unicef.ca/ncd.