

## SCHOOL MEDIA KIT CONTENTS

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## TIPS FOR MEDIA ENGAGEMENT: SCHOOLS

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

### **Before your visit:**

- Contact the MP's office to ensure that everyone is willing to engage with media at the event.
- Identify who will be the adult spokesperson on behalf of the school. Prepare volunteering students for interviews if consent is obtained and the students are informed of the purpose and the content in advance. Develop 2-3 talking points to communicate to a journalist during an interview.
- Obtain written permission from students and guardians to collect photos, video footage and/or quotes from students, if not already provided in school waivers/release forms. Follow school board policies for media engagement.
- Determine the appropriate person to contact at the media outlet.
  - If contacting a newspaper, connect with the assignment editor.
  - If contacting a radio or television outlet, connect with the producer.
- Make the students comfortable by speaking with them before the journalist arrives. Let them know what to expect.

### **During your visit:**

- If student volunteers participate in interviews, a responsible adult should be present during all student interviews and intervene as needed to ensure a safe and appropriate experience.

### **After your visit:**

- Thank the journalist for attending the event.
- Share the media coverage with students and parents. This can be done on your website and in your next newsletter, for example.
- Share photos and quotes from your event with UNICEF Canada at [policy@unicef.ca](mailto:policy@unicef.ca). UNICEF Canada can share these with our networks through our website, social media and other communications, and with media 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](mailto:policy@unicef.ca).

## SAMPLE MEDIA RELEASE FOR SCHOOLS “BRING YOUR MP TO SCHOOL DAY”

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

<CITY>, November <day>, 2016 – To celebrate National Child Day, <MP name> visited 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 discussion and learn from each other.

“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 with a parliamentarian and we hope it is inspiring for both the students and the MPs.”

At <school name>, students addressed issues such as: <conversation topics>. An interesting exchange occurred when <comments/observations from the event>.

<Quote from a student reflecting on what he/she liked most about UNICEF Canada’s “Bring your MP to School Day” – with appropriate permissions in place; use first name and grade level.>

For a young person, having a serious conversation with an MP can instil or reinforce the belief that he/she can influence government’s decision-making on matters affecting his/her future. Under the UN Convention on the Rights of the Child, children have the right to express their views and be heard on the issues affecting them.

<Quote from the principal/teacher reflecting on what “Bring your MP to School Day” meant to the class/school.>

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.

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

For more information, contact:

<School representative’s name>

<School name>

<Telephone number>

<Email address>

## SOCIAL MEDIA TIP SHEET

### GENERAL TIPS

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Follow [@UNICEFCanada](https://twitter.com/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](http://unicef.ca/ncd)).



Like us at [facebook.com/unicefcanada](https://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](http://unicef.ca/ncd)).

### IDEAS

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- Re-tweet messages from the MP visiting your school.
- Mention the MP in your tweet by including his/her Twitter handle.
- Tweet issues/questions that were raised by students and any new insights.
- Ask your school board to share your tweets.

### Sample Tweets

- @UNICEFCanada is sending <MP Twitter handle> to school to celebrate National Child Day with our students. It's their #timetobeheard!
- It's @UNICEFCanada's Bring your MP to School Day! Students look forward to speaking with their MP. It's their #timetobeheard! <http://unicef.ca/ncd>
- November 20 is National Child Day. See how our students celebrate with <MP Twitter handle> & @UNICEFCanada. #timetobeheard <link to photo>
- Young people have a right to be heard. Join us & @UNICEFCanada to celebrate National Child Day: <http://unicef.ca/ncd> #timetobeheard
- Today is National Child Day. Help to empower young people by giving them a voice. It's their #timetobeheard. <http://unicef.ca/ncd>

### Sample Facebook posts

- Can you guess who this student is? Here's a hint: (s)he's an MP!

- **<MP name>** will be visiting our students on **<date>** as part of UNICEF Canada's Bring your MP to School Day. It's their time to be heard.
- The school visit is part of our celebrations for National Child Day. To learn more about this special day, visit [www.unicef.ca/ncd](http://www.unicef.ca/ncd).
- Today is National Child Day! Join us by empowering students to use their voice. It's their time to be heard.
- Help celebrate National Child Day with UNICEF Canada: [www.unicef.ca/ncd](http://www.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 discuss the issues that matter to them while learning about the role of Canada’s federal parliamentarians. MPs engaged in conversation and discovered how the students’ views could inform their work.

<MP> visited <school name> on <date>. Embracing the theme of “It’s our time to be heard,” the students discussed <topics>. For many students, this visit was their first experience with a parliamentarian and their first opportunity to 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](http://www.unicef.ca/ncd).

