**UNICEF Canada National Child Day Go Blue Campaign**

**SOCIAL MEDIA TOOLKIT**

Share our social content and graphics on your social media feeds or create your own and tell your followers why you are championing children’s rights. You can add your own graphic images or video by:

* Wearing blue and one or more of the photo props from the #Go Blue Toolkit (www.unicef.ca/nationalchildday) to create a great selfie
* Chalking a blue message about children’s rights on the sidewalk
* Taking a photo at one of Canada’s landmarks that will light up blue on November 20
* Decorating your stuffies with our photo props
* Sharing our posts

**Accounts**

Twitter: [@UNICEFCanada](https://twitter.com/UNICEFCanada)

Facebook: [@UNICEF-Canada](https://www.facebook.com/UNICEF-Canada)

Instagram: [@unicefcanada](https://www.instagram.com/unicefcanada/)

**Hashtags**

#NationalChildDay

#GoBlue

#WorldChildrensDay

**Links**

Youth Activism Summit: [https://bit.ly/youth-summit-2022](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fbit.ly%2fyouth-summit-2022&c=E,1,5JcZCPOz3y28fm9eBoCaooz5GzlZ63KSikcjSSYU5EHvEOCtnjZaN7NzDwbNHtjOrKsczAMMSe_D3gO_BoFKjUHjrfenJtPuhKqnphXdcT3l2jGwRfzMvic,&typo=1)

Toolkit: [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday)

Video: [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday)

Youth advocacy program: [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday)

|  |  |  |  |
| --- | --- | --- | --- |
| **Facebook** | **Instagram** | **Twitter** | **Graphic** |
| On #NationalChildDay, I’m celebrating the birthday of the Convention of the Rights of the Child with @UNICEF-Canada. Children have rights, including the right to be heard. #GoBlue to show we’re listening! [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday) | On #NationalChildDay, I’m celebrating the birthday of the Convention of the Rights of the Child with @unicefcanada. Children have rights, including the right to be heard. #GoBlue to show we’re listening!  Link in bio! | On #NationalChildDay, I’m celebrating the birthday of the Convention of the Rights of the Child with @UNICEFCanada. Children have rights, including the right to be heard. #GoBlue to show we’re listening! [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday) | C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\58E40F09.tmp |
| I will #GoBlue! You can, too 📢    Join @UNICEF-Canada, youth advocates, organizations and decision-makers on November 20 to celebrate the birthday of the Convention on the Rights of the Child.    Download the #GoBlue Toolkit for inspiration on how you can participate: [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday) | I will #GoBlue! You can, too 📢    Join @unicefcanada, youth advocates, organizations and decision-makers on November 20 to celebrate the birthday of the Convention on the Rights of the Child.    Download the #GoBlue Toolkit for inspiration on how you can participate. Link in bio! | I will #GoBlue! You can, too 📢    Join @UNICEFCanada, youth advocates, organizations and decision-makers on November 20 to celebrate the birthday of the Convention on the Rights of the Child.    Download the #GoBlue Toolkit to participate: www.unicef.ca/nationalchildday | C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\BD068EFF.tmp |
| 📢 Youth have a say, and I’m listening.    I’m joining youth leaders from across Canada at @UNICEF-Canada’s Youth Activism Summit on Nov. 14 to hear their ideas for the future. They’ll be talking about climate change, gender equality, healthcare, and racial justice and Indigenous rights.  Sign up here:  [https://bit.ly/youth-summit-2022](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fbit.ly%2fyouth-summit-2022&c=E,1,5JcZCPOz3y28fm9eBoCaooz5GzlZ63KSikcjSSYU5EHvEOCtnjZaN7NzDwbNHtjOrKsczAMMSe_D3gO_BoFKjUHjrfenJtPuhKqnphXdcT3l2jGwRfzMvic,&typo=1)  #NationalChildDay #GoBlue | 📢 Youth have a say, and I’m listening.  I’m joining youth leaders from across Canada at @unicefcanada’s Youth Activism Summit on Nov. 14 to hear their ideas for the future. They’ll be talking about climate change, gender equality, healthcare, and racial justice and Indigenous rights.  Sign up here:  Link in bio! #NationalChildDay #GoBlue | 📢 Youth have a say, and I’m listening.  I’m joining youth leaders from across Canada at @UNICEFCanada’s Youth Activism Summit on Nov. 14 to hear their ideas for the future. They’ll be talking about climate change, gender equality, healthcare, and racial justice and Indigenous rights.  Sign up here:  [https://bit.ly/youth-summit-2022](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fbit.ly%2fyouth-summit-2022&c=E,1,5JcZCPOz3y28fm9eBoCaooz5GzlZ63KSikcjSSYU5EHvEOCtnjZaN7NzDwbNHtjOrKsczAMMSe_D3gO_BoFKjUHjrfenJtPuhKqnphXdcT3l2jGwRfzMvic,&typo=1)  #NationalChildDay #GoBlue | C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\55997065.tmp |
| Youth voices have ⚡️POWER⚡️    #NationalChildDay is a day FOR youth, BY youth! Join me @UNICEF-Canada’s Youth Activism Summit on Nov. 14 to hear from youth advocates about the issues that matter most to them.    Register and share the link: [https://bit.ly/youth-summit-2022](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fbit.ly%2fyouth-summit-2022&c=E,1,5JcZCPOz3y28fm9eBoCaooz5GzlZ63KSikcjSSYU5EHvEOCtnjZaN7NzDwbNHtjOrKsczAMMSe_D3gO_BoFKjUHjrfenJtPuhKqnphXdcT3l2jGwRfzMvic,&typo=1)  #GoBlue | Youth voices have ⚡️POWER⚡️    #NationalChildDay is a day FOR youth, BY youth! Join me @unicefcanada’s Youth Activism Summit on Nov. 14 to hear from youth advocates about the issues that matter most to them. Link in bio!  #GoBlue | Youth voices have ⚡️POWER⚡️    #NationalChildDay is a day FOR youth, BY youth! Join me @UNICEFCanada’s Youth Activism Summit on Nov. 14 to hear from youth advocates about the issues that matter most to them.    Register and share the link: [https://bit.ly/youth-summit-2022](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fbit.ly%2fyouth-summit-2022&c=E,1,5JcZCPOz3y28fm9eBoCaooz5GzlZ63KSikcjSSYU5EHvEOCtnjZaN7NzDwbNHtjOrKsczAMMSe_D3gO_BoFKjUHjrfenJtPuhKqnphXdcT3l2jGwRfzMvic,&typo=1)  #GoBlue |  |
| I’m speaking up for the right to [insert a right you are championing]. #GoBlue for children’s rights with @UNICEF-Canada on #NationalChildDay!  [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday) | I’m speaking up for the right to [insert a right you are championing]. #GoBlue for children’s rights with @unicefcanada on #NationalChildDay!   Link in bio! | I’m speaking up for the right to [insert a right you are championing]. #GoBlue for children’s rights with @UNICEFCanada on #NationalChildDay!  [www.unicef.ca/nationalchildday](http://www.unicef.ca/nationalchildday) | C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\2949265D.tmp |
| What is #NationalChildDay, and why does it matter? 🤔💭    Here’s how YOU can mark National Child Day this year:    🔵 Use the #GoBlue campaign toolkit  📢 Register for the @UNICEF-Canada Youth Activism Summit    Get started: [www.unicef.ca/nationalchildday](https://oneyouth.unicef.ca/en/national-child-day) | **Carousel post function**    What is #NationalChildDay, and why does it matter? 🤔💭    ➡️ Swipe to learn more.    Here’s how YOU can mark National Child Day this year:    🔵 Use the #GoBlue toolkit  📢 Register for the @unicefcanada Youth Activism Summit    Get started. Link in bio! |  | C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\919C72F9.tmp    C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\6C297D2B.tmp |
| Buildings and landmarks across Canada are turning BLUE for #NationalChildDay on November 20!    I will #GoBlue, too. | Buildings and landmarks across Canada are turning BLUE for #NationalChildDay on November 20!    I will #GoBlue, too. | Buildings and landmarks across Canada are turning BLUE for #NationalChildDay on November 20!    I will #GoBlue, too. | C:\Users\lwolff\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\C33606C9.tmp |
| Today is #NationalChildDay and #WorldChildrensDay!    This is a day to recognize, talk about and make a commitment to the rights of children and youth in Canada.  Here’s mine [insert a video or photo of your message]    #GoBlue on #NationalChildDay. | Today is #NationalChildDay and #WorldChildrensDay!    This is a day to recognize, talk about and make a commitment to the rights of children and youth in Canada.  Here’s mine [insert a video or photo of your message]    #GoBlue on #NationalChildDay. | \*Twitter thread\*    [1/2] Today is #NationalChildDay!    This is a day to recognize, talk about, and make a commitment to the rights of children and youth in Canada. Here’s mine [insert a video or photo of your message]  #GoBlue on #NationalChildDay. | Video\*\* |