



**NATIONAL
CHILD
DAY**

2020 SOCIAL MEDIA TOOLKIT

#SeenAndHeard



**CHILDREN FIRST
CANADA**

NATIONAL CHILD DAY

November 20 is celebrated as National Child Day in Canada. This special day recognizes our country's commitment to upholding the rights of children and two historic events: the 1959 signing of the UN Declaration of the Rights of the Child and the adoption of the UN Convention on the Rights of the Child in 1989. Globally, the day is known as World Children's Day.

Children First Canada (CFC) is proud to celebrate National Child Day with our partners from coast to coast to coast! We invite you to join us for an interactive digital event on November 20 at 1 p.m. ET.

This year, children and youth from across the country will discuss what it means to be #SeenAndHeard. Children have a right to participate in decisions that affect their lives – in their families, schools, and even at the highest levels of government – and there's no better time to amplify the voices of children than on National Child Day!

CBC Kids News Contributor Arjun Ram will host the live event, including a special interview with Canadian basketball player Michael Linklater! You'll also hear from youth activists, Canada's leading voices for children's rights, government and industry leaders, and more.

Check out nationalchildday.org for the latest updates, resources and information.

HERE'S HOW YOU CAN HELP:



Attend our National Child Day digital event on November 20 at 1 p.m. ET. [Register here.](#)



Sign our Call to Action for the protection of children's rights in Canada. [Add your voice here.](#)



Spread the word on social media.

In this social media toolkit, you'll find everything you need to raise awareness about National Child Day. Every tweet, post, like and share helps children and youth to be #SeenAndHeard.

GET OUR NATIONAL CHILD DAY FRAME

Looking for an easy way to spread the word about National Child Day?
Add a #SeenAndHeard Facebook frame to your profile photo.



Follow these simple steps to get started:

1. Go to your profile photo
2. Click the camera icon to change your profile photo
3. Choose "Add Frame"
4. Search "National Child Day"
5. Select the frame pictured here

SHOW YOUR SUPPORT FOR KIDS

This year, you can raise awareness about children's rights by participating in our #SeenAndHeard campaign on social media.

First, visit nationalchildday.org to order a #SeenAndHeard T-shirt, mask and sticker – 100% of the proceeds supports CFC's mission to make Canada the best place in the world for kids to grow up.

Once you receive your National Child Day package, here's how you can get involved on social media.



IF YOU'RE A CHILD OR YOUTH:

STEP 1:

Record a video or IG story of yourself wearing the #SeenAndHeard T-shirt and mask. While wearing the mask, say: "My mouth is covered, but I still have a voice."

OR

Take a photo of yourself wearing the #SeenAndHeard T-shirt and mask.

STEP 2:

Upload your video or photo to Instagram, and post the following:

My mouth is covered, but I still have a voice. #NationalChildDay #SeenAndHeard @children1stca

Here are some things you can add to your post:

- Explain why the "right to be heard" matters to you
- Answer this question: What does it mean to be seen and heard?
- Challenge a friend to answer the same question by tagging them (e.g., "@Sally, what does it mean to be seen and heard?" OR "@Sally, what do you think?")

IF YOU'RE AN ADULT:

STEP 1:

Take a photo of yourself wearing the #SeenAndHeard T-shirt and mask.

STEP 2:

Upload your photo to Facebook or Twitter, and post the following:

This #NationalChildDay, I'm keeping silent so that children can be #SeenAndHeard. @childrenfirstcanada

Note: For Twitter, please use @children1stca

Thank you for showing your support for all 8 million kids in Canada!

HERE'S HOW YOU CAN GET INVOLVED ON SOCIAL MEDIA

Raise awareness by speaking up for children on your own channels!

Follow us:

Twitter: @children1stca

Facebook: @childrenfirstcanada

Instagram: @children1stca

Use these hashtags:

#SeenAndHeard

#NationalChildDay

#ChildrenFirst

Share these links:

National Child Day

nationalchildday.org

Digital Event

nationalchildday.org/events

Call to Action

nationalchildday.org/call-to-action



SHARE

Sharing is easy

Click on the post you want to send and the message will populate in Twitter for you!

TWITTER

Tweet 1:

Step 1: Take a selfie wearing the #SeenAndHeard T-shirt.

Step 2: Upload your photo on Twitter and make the following post:

Children have the right to be #SeenAndHeard! This #NationalChildDay, let's show our support for all 8 million kids in Canada! Learn more here: bit.ly/3j5l7h6

Tweet 2:

#NationalChildDay is on November 20! Please join me for a live digital event at 1 p.m. ET. Kids will discuss what it means to be #SeenAndHeard, and we'll hear from leading experts in Canada. Sign up now and spread the word: bit.ly/33VajxE. Let's put #ChildrenFirst!

Tweet 3:

One small step can lead to big results. This #NationalChildDay, take 30 secs to sign a Call to Action to help all 8 million kids in Canada. We're calling on @justintrudeau, @cafreeland, @honahmedhussen and @pattyhajdu to help kids to be #SeenAndHeard! Sign now: bit.ly/3kcoCDP.

Tweet 4:

The survival rights of children are in jeopardy as a result of COVID-19. This #NationalChildDay, spread the word and sign the Call to Action: bit.ly/3kcoCDP. We're calling on @justintrudeau, @cafreeland, @honahmedhussen and @pattyhajdu to help kids to be #SeenAndHeard!

You can also RETWEET any @children1stca tweets that relate to #SeenAndHeard and #NationalChildDay.



Got questions? If you tweet at us @children1stca on November 20 (between 1 p.m. to 2:30 p.m. ET), your tweet could be featured live during our National Child Day event!

FACEBOOK

Post 1:

Step 1: Take a selfie wearing the #SeenAndHeard T-shirt.

Step 2: Upload your photo on Facebook and make the following post:

Children have the right to be #SeenAndHeard! This #NationalChildDay, let's show our support for all 8 million kids in Canada! Check out nationalchildday.org to learn how you can get involved.

Post 2:

#NationalChildDay is on November 20! It's a day to celebrate the rights of children and make sure they are #SeenAndHeard! Want to show your support for kids? Search for the "National Child Day" Facebook frame and add it to your profile photo. Let's join our efforts to put #ChildrenFirst!

Post 3:

#NationalChildDay is on November 20! I'm inviting you to join me for a live digital event at 1 p.m. ET hosted by @cbckidsnews! Sign up here: bit.ly/33VajxE. Kids will discuss what it means to be #SeenAndHeard, and we'll hear from leading experts in Canada. Plus, CBC Kids News will interview Canadian basketball player Michael Linklater! Spread the word by sharing this post.

Post 4:

One small step can lead to big results. This #NationalChildDay, take 30 seconds to sign a Call to Action to help all 8 million kids in Canada. Children are facing 10 major threats to their childhood, and COVID-19 has made a bad situation worse. We're calling on @JustinPJTrudeau, @freelandchrystia, @honahmedhussen and @pattyhajdu to help kids to be #SeenAndHeard.

Sign now and spread the word: bit.ly/3kcoCDP. Also, show your support by searching for the "National Child Day" Facebook frame and adding it to your profile photo.

You can also REPOST any @childrenfirstcanada posts that relate to #SeenAndHeard and #NationalChildDay.

INSTAGRAM

Please place these links in your bio for the posts below:

Digital event: nationalchildday.org/events

Call to action: nationalchildday.org/call-to-action

Post 1:

Step 1: Take a selfie wearing the #SeenAndHeard T-shirt.

Step 2: Upload your photo on Instagram and make the following post:

Children have the right to be #SeenAndHeard! This #NationalChildDay, let's show our support for all 8 million kids in Canada! Check out the link in my bio to learn how you can get involved.

Post 2:

#NationalChildDay is on November 20! It's a day to celebrate the rights of children and make sure they are #SeenAndHeard. Join me for a live digital event hosted by @cbckidsnews at 1 p.m. ET to hear from leading experts in Canada and kids themselves. Plus, CBC Kids News will interview Canadian basketball player Michael Linklater! Check out the link in my bio, and spread the word by sharing this post!

Post 3:

One small step can lead to big results. This #NationalChildDay, take 30 seconds to sign a Call to Action to help all 8 million kids in Canada! Children are facing 10 major threats to their childhood, and COVID-19 has made a bad situation worse. We're calling on @justinpjtrudeau, @chrystiafreeland, @ahmeddhussen and @pattyhajdu to help kids to be #SeenAndHeard. Click the link in my bio and spread the word!

Post 4:

Children's rights are in jeopardy as a result of the COVID-19 pandemic. Click the link in my bio to sign a Call to Action to support all 8 million kids in Canada! This #NationalChildDay, we're calling on @justinpjtrudeau, @chrystiafreeland, @ahmeddhussen and @pattyhajdu to help put #ChildrenFirst so they can be #SeenAndHeard. Want to do more to help? Please spread the word by sharing this post.

You can also REPOST any @children1stca posts that relate to #SeenAndHeard and #NationalChildDay.



Remember: Tag us @children1stca in your Instagram stories so we can repost!

Our National Child Day celebration would not be possible without the generous support of our sponsors.

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THANK YOU!