

**NATIONAL**   
**CHILD DAY**

**MILLION  
STRONG**

**2021 SOCIAL  
MEDIA TOOLKIT**



**CHILDREN FIRST  
CANADA**

# NATIONAL CHILD DAY

November 20 is recognized as National Child Day in Canada. This special day honours 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 (UNCRC) in 1989.

This year, we are commemorating the 30th anniversary of Canada's ratification of the UNCRC. It is an opportunity to recognize the rights of all children, while also acknowledging the unique rights of First Nations, Métis and Inuit children.

The theme for National Child Day 2021 is #8MillionStrong in honour of the power and resilience of all 8 million kids in Canada and their right to survive and thrive.

**Children First Canada invites you to a special digital event to mark the occasion!**



## **National Child Day Digital Event**

**Date: November 16**

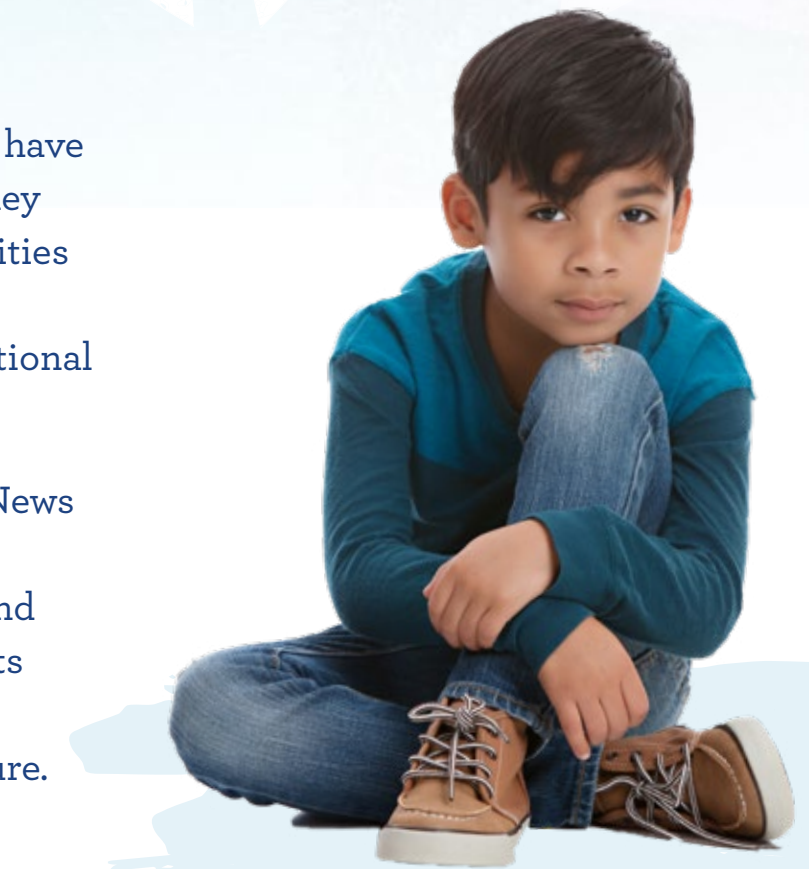
**Time: 1 p.m. - 2 p.m. ET**

**[Click here](#) to register now!**

Throughout the COVID-19 pandemic, children and youth have demonstrated extraordinary resilience and leadership. They have been leaders within their families, schools, communities – and even at a national level. There is no better time to recognize the enormous contributions of kids than on National Child Day.

We're pleased to announce that Arjun Ram of CBC Kids News will be hosting this year's event! You'll learn more about children's rights, hear from inspiring Canadian leaders, and find out how you can take action. The event also highlights opportunities for reconciliation by honouring the past, acknowledging the present, and igniting hope for the future.

**Check out [nationalchildday.org](https://nationalchildday.org) for the latest updates, resources and information.**



## HERE'S HOW YOU CAN HELP:



1

**Attend our National Child Day digital event** on November 16 from 1 p.m. - 2 p.m. ET. You'll learn more about children's rights, hear from inspiring Canadian leaders, and learn how to take action. Register [here](#).



2

**Show your support** for all 8 million kids in Canada. When you order this year's National Child Day T-shirt, 100% of the proceeds support Children First Canada's mission to promote the rights of children and make Canada the best place in the world for kids to grow up!® Order your T-shirt [here](#).



3

**Spread the word on social media.** In this toolkit, you'll find everything you need to raise awareness about National Child Day. Every tweet, post, share, like and selfie helps promote the rights of children and youth. Together, they are #8MillionStrong!



# GET NOTICED ON SOCIAL MEDIA

National Child Day is on November 20. Looking for an easy way to spread the word? Use our #8MillionStrong graphic as your profile picture on Facebook or Instagram throughout the month of November.



## **Download the graphic and follow these steps:**

1. Go to your profile photo.
2. Click the camera icon to change your profile photo.
3. Select the #8MillionStrong graphic.

Changing your profile photo is a great way to get the conversation started with your family and friends. See page 5 for another way to get noticed on social media.



# SHOW YOUR SUPPORT FOR KIDS

This year, you can raise awareness about children's rights by participating in our #8MillionStrong campaign on social media. Throughout the pandemic, children and youth have persevered in the face of unprecedented challenges. Share your photos and stories of how the kids you know and love are powerful and resilient and part of #8MillionStrong.



## HOW TO GET STARTED

First, visit [nationalchildday.org](https://nationalchildday.org) to order a T-shirt – 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 package, take part in one of our social media challenges below.

### OPTION 1:

Record a video clip of yourself wearing your National Child Day T-shirt and explain in a few words what #8MillionStrong means to you.

Here are a few examples:

**#8MillionStrong means young people being leaders today and tomorrow.**

**#8MillionStrong means First Nations, Métis and Inuit youth standing up for their unique rights.**

**#8MillionStrong means students supporting the mental health of their peers during school closures.**

Post your video on your Instagram grid or story, or share it on Facebook or Twitter. Don't forget to use the hashtag #8MillionStrong so we can repost!

### OPTION 2:

Take a photo in your T-shirt and post it on Instagram, Facebook or Twitter. Remember to use the #8MillionStrong hashtag and explain in a few words what that means to you.

Want to take it a step further? Encourage a friend to do the same or take a picture together! You can tag your mutual friends and ask them to help you spread the word.



# 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](https://twitter.com/children1stca)

Facebook: [@childrenfirstcanada](https://facebook.com/childrenfirstcanada)

Instagram: [@children1stca](https://instagram.com/children1stca)

## Use these hashtags:

#8MillionStrong

#NationalChildDay

#ChildrenFirst

## Social media graphics:

Click [here](#) to download the NCD 2021 graphic you can use as your profile photo.

Click [here](#) to download graphics you can use with the sample posts in this toolkit.

## Share these links:

**National Child Day**  
[nationalchildday.org](https://nationalchildday.org)

**Digital Event**  
[nationalchildday.org/events](https://nationalchildday.org/events)



**#8MillionStrong**



# TWITTER

## Raise Awareness

This year, you can help promote children's rights by participating in our #8MillionStrong T-shirt campaign on Twitter.

**Step 1:** Visit [nationalchildday.org](https://nationalchildday.org) to order a T-shirt

**Step 2:** Post a video or selfie explaining what #8MillionStrong means to you

**Step 3:** Remember to use our #8MillionStrong hashtag



See page 5 for more details!

## Get Social

Click [here](#) to download social media graphics you can share with the following tweets:

### Tweet 1

#NationalChildDay is on Nov. 20! Join me for a digital event on Nov. 16 at 1 p.m. ET to learn about the importance of children's rights and hear from inspiring leaders from across Canada! Sign up here: <https://bit.ly/34HXMfX> #8MillionStrong

### Tweet 2

First Nations, Métis and Inuit children have unique rights that deserve to be protected. This #NationalChildDay, walk the path of reconciliation by amplifying the voices of Indigenous youth. Visit [nationalchildday.org](https://nationalchildday.org) to learn more. #EveryChildMatters #8MillionStrong

### Tweet 3

Did you know that the #COVID19 pandemic has exacerbated the top 10 threats to childhood? Kids face violations to their rights every day. National Child Day is on Nov. 20. Let's commit to putting #ChildrenFirst! #8MillionStrong

### Tweet 4

There are 8 million kids in Canada, and they all have something in common – their rights! Join me for an event hosted by Arjun Ram of @cbckidsnews on Nov. 16 at 1 p.m. ET to honour the power & resilience of kids during #COVID19. Register: <https://bit.ly/34HXMfX>. #8MillionStrong

**You can also RETWEET any @children1stca tweets that relate to #8MillionStrong and #NationalChildDay.**



# FACEBOOK

## Raise Awareness

This year, you can help promote children's rights by participating in our #8MillionStrong T-shirt campaign on Facebook.

**Step 1:** Visit [nationalchildday.org](https://nationalchildday.org) to order a T-shirt

**Step 2:** Post a video or selfie explaining what #8MillionStrong means to you

**Step 3:** Remember to use our #8MillionStrong hashtag

▶ See page 5 for more details!

## Get Social

[Click here](#) to download social media graphics you can share with the following posts:

### Post 1

#NationalChildDay is just around the corner! Join me for a digital event hosted by Arjun Ram of @cbckidsnews on Nov. 16 at 1 p.m. ET to learn more about children's rights, hear from inspiring Canadian leaders, and find out how to take action! Register here: <https://bit.ly/34HXMfX>. Help spread the word by sharing this post! #8MillionStrong

### Post 2

First Nations, Métis and Inuit children have unique rights that deserve to be protected. This includes honouring the past, acknowledging the present, and igniting hope for the future. This #NationalChildDay, walk the path of reconciliation by amplifying the voices of Indigenous youth. Visit [nationalchildday.org](https://nationalchildday.org) to learn more. #EveryChildMatters #8MillionStrong

### Post 3

Did you know that the #COVID19 pandemic has exacerbated the top 10 threats to childhood? Now more than ever, young people need our attention and support. #NationalChildDay is on Nov. 20. Let's commit to putting #ChildrenFirst! #8MillionStrong

### Post 4

There are 8 million kids in Canada, and they all have something in common – their rights! I'm inviting you to an event hosted by Arjun Ram of @cbckidsnews on Nov. 16 at 1 p.m. ET to honour the power and resilience of kids during the #COVID19 pandemic. Will you join me? Sign up here: <https://bit.ly/34HXMfX>. #8MillionStrong

**You can also REPOST any @childrenfirstcanada posts that relate to #8MillionStrong and #NationalChildDay.**

# INSTAGRAM

## Raise Awareness

This year, you can help promote children's rights by participating in our #8MillionStrong T-shirt campaign on Instagram.

**Step 1:** Visit [nationalchildday.org](https://nationalchildday.org) to order a T-shirt

**Step 2:** Post a video or selfie explaining what #8MillionStrong means to you

**Step 3:** Remember to use our #8MillionStrong hashtag



See page 5 for more details!

## Get Social

Before you get started, please add this link to your Instagram bio: [nationalchildday.org/events](https://nationalchildday.org/events)

[Click here](#) to download social media graphics you can share with the following posts:

### Post 1

Join me for a #NationalChildDay event hosted by Arjun Ram of @cbckidsnews on Nov. 16 at 1 p.m. ET to learn more about children's rights, hear from inspiring Canadian leaders, and find out how to take action. Click the link in my bio to sign up now! #8MillionStrong

### Post 2

First Nations, Métis and Inuit children have unique rights that deserve to be protected. This includes honouring the past, acknowledging the present, and igniting hope for the future. This #NationalChildDay, walk the path of reconciliation by amplifying the voices of Indigenous youth. Visit [nationalchildday.org](https://nationalchildday.org) to learn more. #EveryChildMatters #8MillionStrong

### Post 3

Did you know that the #COVID19 pandemic has exacerbated the top 10 threats to childhood? Now more than ever, young people need our attention and support. #NationalChildDay is on Nov. 20. Let's commit to putting #ChildrenFirst! #8MillionStrong

### Post 4

There are 8 million kids in Canada, and they all have something in common – their rights! I'm inviting you to a #NationalChildDay event hosted by Arjun Ram of @cbckidsnews on Nov. 16 at 1 p.m. ET to honour the power and resilience of kids during the #COVID19 pandemic. Will you join me? Click the link in my bio to sign up now. #8MillionStrong

**You can also REPOST any @children1stca posts that relate to #8MillionStrong and #NationalChildDay.**



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

Exclusive Telecommunications Sponsor



National Partners



Community Partners





**NATIONAL  
CHILD DAY**

 **CHILDREN FIRST**  
CANADA

**MILLION  
STRONG**

**THANK YOU!**