



# **NATIONAL CHILD DAY** **Social Media Toolkit 2023**

## **SPREAD THE WORD**

There are 8 million kids in Canada and they all have something in common – their rights! National Child Day is celebrated on November 20th to honour our commitment to uphold the rights of children and youth in Canada. This special day commemorates 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. This year, the theme for Children First Canada's National Child Day event is **#EveryChildEveryRight**

*There is a rising movement of young leaders and changemakers who are standing up for the rights of 8 million children to enjoy their childhood!*

Children and youth make up a quarter of our population and 100% of our future. They are the next generation of business leaders, teachers, doctors, activists and politicians. But they're not just *future* leaders – they are leaders right *now* – in their schools, communities and even at a national level. They are launching climate movements, organizing sit-ins and marches, lobbying government and urging companies to align more closely with their values.

### **You're Invited!**

Join us for our National Child Day 2023 event on **November 20!** There are three unique programs for youth in the early years, elementary and secondary schools. **Register now** and invite a friend to join you!

Ainara Allenye, creator of Ainara's Bookshelf and a CBC Kids News contributor, will host our event featuring inspiring leaders from across Canada and live entertainment, including Raffi, the Canadian Museum for Human Rights, Amnesty International, and many more! The event will also include a spotlight on the rights of First Nations, Métis and Inuit children and the important role children and youth play in reconciliation.

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

# GET SOCIAL

Share these social posts with your family, friends and colleagues in the weeks leading up to National Child Day, and follow Children First Canada and share our posts.

## TWITTER

The future of Canada depends on the strength of children and youth. Now is the time to put #ChildrenFirst! Join me for a #NationalChildDay event on Nov. 20 to hear from young changemakers who are standing up for their rights!

[www.nationalchildday.org/events](http://www.nationalchildday.org/events)

#EveryChildEveryRight @children1stca

## FACEBOOK

Children and youth are not just future leaders – they are leaders right now and their voices need to be heard! Join me on Nov. 20 for a #NationalChildDay event to celebrate extraordinary young leaders and changemakers in Canada. Spread the word and register today: [www.nationalchildday.org/events](http://www.nationalchildday.org/events)

#EveryChildEveryRight #ChildrenFirst  
@childrenfirstcanada

## INSTAGRAM

**Step 1:** Please insert this link in your bio:  
[www.nationalchildday.org/events](http://www.nationalchildday.org/events)

**Step 2:** Create your post using the following content.

Now more than ever, building a more prosperous and inclusive society will require the leadership of young Canadians. Join me on Nov. 20 for a #NationalChildDay event to hear from inspiring young leaders and changemakers in Canada.

They are leading marches, lobbying government, and standing up for the rights of all 8 million kids in Canada. Share this post and click the link in my bio to register for this important event today!

#EveryChildEveryRight #NationalChildDay  
#ChildrenFirst @children1stca

**FOLLOW US  
ON SOCIAL  
MEDIA!**



## SHOW YOUR SUPPORT

Want to promote children's rights? Download our free child friendly version of the UN Convention on the Rights of the Child and share it with the kids you know and love! Let them know that **every child has every right** to enjoy their childhood! Visit [nationalchildday.org](http://nationalchildday.org) to get your copy today!



*Thank you for promoting the rights of Canada's youngest citizens!*

# Thank you to our supporters!

National Child Day 2023 is made possible thanks to  
the generous support of:



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Children First Canada also wishes to thank our incredible  
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