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# SOCIAL MEDIA TOOLKIT

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#ChildrenAtTheHeart

# TAKE ACTION

## Top 10 Threats to Childhood in Canada: Recovering from the Impacts of COVID-19

Throughout the COVID-19 pandemic, school closures and lockdown restrictions have placed a disproportionate burden on children and youth. Education is not the only reason why young people need access to in-person learning. At school, kids can also access nutritional programs, physical activity, social and emotional support, and safeguards against abuse. The learning loss and health challenges experienced during the pandemic will affect kids for years to come.

Our *Raising Canada 2021* report is the fourth in an annual series that tracks the top 10 threats to childhood in Canada. Did you know that all of the top 10 threats have been amplified and accelerated by the pandemic? That's why we're urging all Canadians to put **#ChildrenFirst** – and we're urging the federal and provincial governments to put **#ChildrenAtTheHeart** of Canada's COVID-19 recovery plans.

Kids are in crisis. The urgency to support children and youth has never been greater.

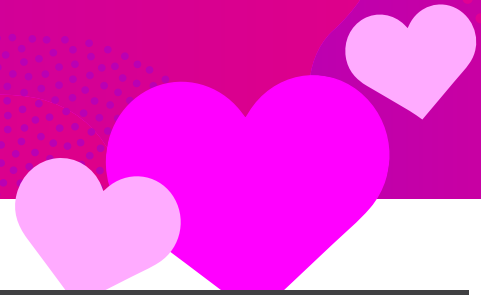
### **Will you help us to spread the word?**

In this social media toolkit, you'll find everything you need to mobilize action and raise awareness about the top 10 threats and the impacts of COVID-19. Every tweet, post, like and share invites Canadians to engage in this critical conversation.

[Click here](#) to read our full report, and join us for a special Raising Canada event on October 6 at 1 p.m. ET to learn how you can take action.

[Register now](#) for our interactive digital event, and invite a friend to join you!

# GET SOCIAL WITH US



Children must be at the heart of Canada's COVID-19 recovery plans. Here's how you can get involved on social media:

**1. Use our hashtags:** #ChildrenAtTheHeart #ChildrenFirst #RaisingCanada

**2. Download the Raising Canada 2021**

**Facebook frame:** It's hard to ignore a new profile photo, right? Applying our Facebook frame to your image is a great way to get the conversation started with your family and friends. See [page 5](#) for step-by-step instructions.

**3. Tag a friend:** See [page 3](#) for a compelling way to spread the word about the top 10 threats to childhood – then tag a friend and challenge them to do the same. Don't forget to invite them to our Raising Canada event, too!


**4. Share social posts made by Children First Canada:** Watch our social channels for shareable facts and information about the top 10 threats to childhood and how you can get involved.

**5. Make your own social posts:** Help spread the word about the top 10 threats to childhood and the impact of COVID-19. Don't know where to start? We've got you covered. Read on for sample posts you can use on Twitter, Facebook or Instagram.

Follow us on social media for the latest news, updates and events:

 Twitter: @children1stca

 Facebook: @childrenfirstcanada

 Instagram: @children1stca

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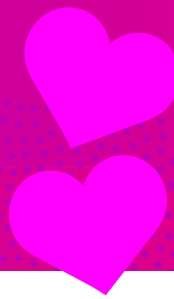
**Here are the links you'll need to get started:**

Raising Canada 2021 campaign page: <https://bit.ly/3mpi0ps>

Raising Canada 2021 event registration: <https://bit.ly/2XXH24J>

Downloadable graphics: <https://bit.ly/3znAQkh>

# SHOW SOME LOVE



In light of the crisis unfolding across the country, Children First Canada partnered with children’s hospitals and other leading child advocates earlier this year to declare [#codePINK](#), a term used for pediatric emergencies. Children and youth continue to face unprecedented challenges today. The new research shared in *Raising Canada 2021* reveals that the top 10 threats to childhood – which predate COVID-19 – have been exacerbated by the pandemic.

Kids are in crisis. We must put **#ChildrenAtTheHeart** of Canada’s COVID-19 recovery plans.

## Here’s how you can raise awareness on social media:

**Step 1:** Draw a pink heart on your hand.

You can use a pink marker, paint, or even lipstick.

**Step 2:** Take a selfie while holding your hand up to the camera, just like in the picture here.

**Step 3:** Share your photo on social media and explain why we need to put **#ChildrenAtTheHeart** of Canada’s COVID-19 recovery plans.



**Don’t forget to tag federal and provincial leaders in your post, calling on them to take action!**

### Here are two sample tweets:

#### FEDERAL EXAMPLE

Kids deserve to be healthy and reach their full potential. I’m calling on @JustinTrudeau, @erinotoole, @theJagmeetSingh, @yfblanchet, and @AnnamiePaul to take action! It’s time to put **#ChildrenAtTheHeart** of Canada’s **#COVID19** recovery plans: <https://bit.ly/3mpi0ps>

#### PROVINCIAL EXAMPLE (ONTARIO)

Kids deserve to be healthy and reach their full potential. I’m calling on **@fordnation** to take action! It’s time to put **#ChildrenAtTheHeart** of Canada’s **#COVID19** recovery plans: <https://bit.ly/3mpi0ps>

REMEMBER TO REPLACE THE TWITTER HANDLE ABOVE WITH THE ONE FOR YOUR OWN PREMIER.

## TWITTER

### Tweet 1

#COVID19 school closures have taken a high toll on kids. It's time to put #ChildrenAtTheHeart of Canada's recovery plans. Spread the word about the top 10 threats facing kids: <https://bit.ly/3mpi0ps> #RaisingCanada

### Tweet 2

The #RaisingCanada 2021 report reveals alarming stats about the top 10 threats to childhood. Join me for a special event on Oct. 6 @ 1 p.m. ET to learn more! Sign up here: <https://bit.ly/2XXH24J> #ChildrenAtTheHeart #ChildrenFirst

### Tweet 3

Did you know? All of the top 10 threats to kids have been amplified by the pandemic. We need to put #ChildrenFirst! Want to help? Share this post and spread the word: <https://bit.ly/3mpi0ps> #ChildrenAtTheHeart

### Tweet 4

Children must be at the heart of Canada's #COVID19 recovery plans. The future of Canada depends on it. Take a moment to share this post and read this year's #RaisingCanada report: <https://bit.ly/3mpi0ps> #ChildrenAtTheHeart #ChildrenFirst

### Tweet 5

Every child deserves to survive and thrive. Join me for a special #RaisingCanada event on Oct. 6 @ 1 p.m. ET to learn about the top 10 threats facing kids in Canada and the impact of #COVID19. You don't want to miss this! Sign up now: <https://bit.ly/2XXH24J> #ChildrenAtTheHeart

## FACEBOOK

### Post 1

#COVID19 school closures have taken a high toll on kids' mental health. Young people are facing increased levels of eating disorders, substance abuse and suicide attempts. Kids are in crisis more than ever before. Read the latest #RaisingCanada report about the top 10 threats to childhood and spread the word! <https://bit.ly/3mpi0ps> #ChildrenAtTheHeart

### Post 2

The #RaisingCanada 2021 report reveals alarming statistics about the top 10 threats to childhood and the devastating impact of #COVID19 school closures. Join me for a special event on Oct. 6 at 1 p.m. ET to learn more and how you can take action! Sign up here: <https://bit.ly/2XXH24J> #ChildrenAtTheHeart #ChildrenFirst

### Post 3

Did you know? Canada's infant mortality rate is now the second highest among 17 other affluent countries. We need to put #ChildrenFirst! Want to help? Share this post with your family and friends and spread the word about the top 10 threats facing kids in Canada. Check out the latest #RaisingCanada report here: <https://bit.ly/3mpi0ps> #ChildrenAtTheHeart

### Post 4

Children must be at the heart of Canada's #COVID19 recovery plans. The future of our country depends on it. Do you know what the top 10 threats to childhood are? Check out the latest #RaisingCanada report to learn more: <https://bit.ly/3mpi0ps>. #ChildrenAtTheHeart #ChildrenFirst

### Post 5

Most people believe Canada is one of the best places in the world for kids to grow up. But almost 1 in 5 children lives in poverty - and the impacts of #COVID19 have made things worse. Join me for a special #RaisingCanada event on Oct. 6 at 1 p.m. ET to learn about the top 10 threats facing kids in Canada and how you can take action. Sign up now: <https://bit.ly/2XXH24J> #ChildrenAtTheHeart #ChildrenFirst

## GET OUR FACEBOOK FRAME

Want to show your support for kids and youth? Add the Raising Canada 2021 Facebook frame to your profile photo!

**Step 1:** Go to your profile photo

**Step 2:** Click the camera icon to change your profile photo

**Step 3:** Choose "Add Frame"

**Step 4:** Search "Raising Canada 2021"

**Step 5:** Select the frame pictured here



## INSTAGRAM

### Post 1

**Step 1: Please insert this link in your bio:**  
<https://bit.ly/3mpi0ps>

**Step 2: Create your post using this content:**

#COVID19 school closures have taken a high toll on kids' mental health. Young people are facing increased levels of eating disorders, substance abuse and suicide attempts. Kids are in crisis. They need to be at the heart of Canada's COVID-19 recovery plans. Will you help me spread the word? Share this post and click the link in my bio to read the latest #RaisingCanada report about the top 10 threats to childhood. #ChildrenFirst

### Post 2

**Step 1: Please insert this link in your bio:**  
<https://bit.ly/2XXH24J>

**Step 2: Create your post using this content:**

In the past year, clinicians in some jurisdictions have seen twice as many infants for maltreatment-related concerns – specifically fractures and head trauma. Every child deserves to survive and thrive. Join me for a special #RaisingCanada event on Oct. 6 at 1 p.m. ET to learn more and how you can take action! Click the link in my bio to sign up now! #ChildrenAtTheHeart #ChildrenFirst

## INSTAGRAM STORIES

*Remember to tag us @children1stca in your Instagram stories so we can repost!*

You can also REPOST or SHARE IN YOUR STORIES any @children1stca posts that relate to #ChildrenAtTheHeart and #RaisingCanada

### Post 3

**Step 1: Please insert this link in your bio:**  
<https://bit.ly/3mpi0ps>

**Step 2: Create your post using this content:**

Did you know? Canada's infant mortality rate is now the second highest among 17 other affluent countries. We need to put #ChildrenFirst! Want to help? Share this post with your family and friends and spread the word about the top 10 threats facing kids in Canada. Click the link in my bio to read the latest #RaisingCanada report. #ChildrenAtTheHeart

MORE POSTS NEXT PAGE!



#### **Post 4**

**Step 1: Please insert this link in your bio:**

<https://bit.ly/3mpiOps>

**Step 2: Create your post using this content:**

Children must be at the heart of Canada's #COVID19 recovery plans. The future of our country depends on it. Do you know what the top 10 threats to childhood are? Check out the latest #RaisingCanada report at the link in my bio! #ChildrenAtTheHeart #ChildrenFirst

#### **Post 5**

**Step 1: Please insert this link in your bio:**

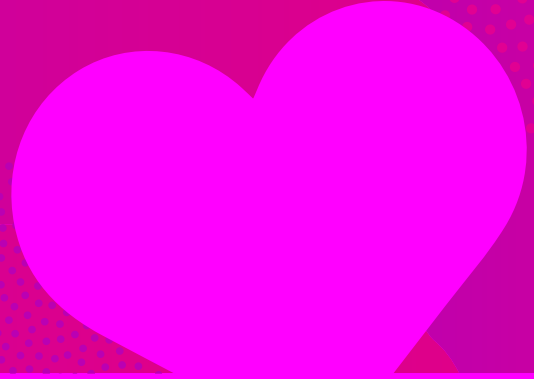
<https://bit.ly/2XXH24J>

**Step 2: Create your post using this content:**

Most people believe Canada is one of the best places in the world for kids to grow up. But almost 1 in 5 children lives in poverty - and the impacts of #COVID19 have made things worse. I'm attending a special #RaisingCanada event on Oct. 6 at 1 p.m. ET to learn about the top 10 threats facing kids in Canada and how we can take action. Will you join me? Sign up now at the link in my bio! #ChildrenAtTheHeart #ChildrenFirst



**THANK YOU!**



[childrenfirstcanada.org](http://childrenfirstcanada.org)