

SOCIAL MEDIA TOOLKIT

TAKE ACTION

Children First Canada's *Raising Canada 2022* report highlights how the COVID-19 pandemic has amplified and accelerated **the top 10 threats to childhood** and disproportionately affected equity-deserving children and youth. This includes young people from racialized communities, First Nations, Métis and Inuit children, 2SLGBTQIA+ youth and young people with disabilities.

From coast to coast to coast, many children do not make it to their 18th birthday: The infant mortality rate in Canada is higher than in most wealthy countries, and suicide is a leading cause of death for youth. These devastating statistics are too alarming to be ignored.

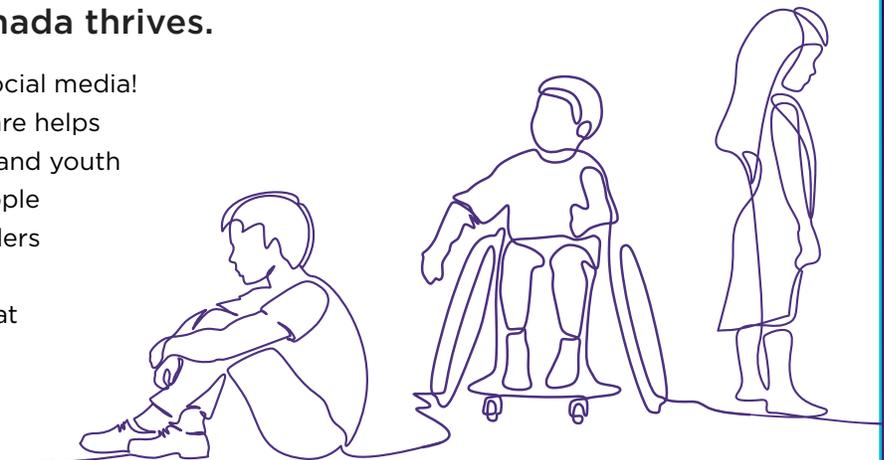
Every child deserves to survive and thrive.

Building a more prosperous and inclusive society will require the leadership of all Canadians – including parents and grandparents, leaders in the public and private sectors, civil society, as well as children and youth.

We are urging Canadians and the federal government to invest in the lives of all 8 million kids in Canada and address the inequities faced by young people today.

When kids thrive, Canada thrives.

Help us spread the word on social media! Every tweet, post, like and share helps elevate the voices of children and youth across the country. Young people are leaders today and the leaders of tomorrow. They deserve to participate in the decisions that affect their lives.



SAMPLE SOCIAL POSTS

Need help getting started? Share these social posts with your family, friends and colleagues to raise awareness about children's rights. You can access this year's Raising Canada social graphics [here](#).

TWITTER

Canada has one of the highest youth suicide rates among wealthy nations. When kids suffer, Canada suffers. It's time to make big, bold investments in kids. Join #RaisingCanada 2022 for more on the top 10 threats: <https://lu.ma/RC2022>

#NotFair #ChildrenFirst @children1stca

FACEBOOK

The #RaisingCanada 2022 report found that equity-deserving kids face the worst impacts of COVID-19. All 8 million kids in Canada have the right to survive and thrive. Join me for a special event on Oct. 6 @ 12 p.m. ET to learn how you can take action! Register here: <https://lu.ma/RC2022>

#NotFair #ChildrenFirst @childrenfirstcanada

INSTAGRAM

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

Step 2: Create your post using the following content.

Children represent a quarter of Canada's population and 100% of our future. Yet there is overwhelming evidence that Canada is not prioritizing the rights of children and youth. Share this post and click the link in my bio to read the latest #RaisingCanada report about the top 10 threats to childhood.

#NotFair #ChildrenFirst @children1stca

**Thank you for promoting the rights
of all 8 million kids in Canada!**



JOIN THE CONVERSATION

Want to learn more? [Click here](#) to read this year's Raising Canada report.

We also invite you to sign up for our Raising Canada 2022 event on October 6 at 12 p.m. ET. [Register now](#) and invite a friend to join you!

FOLLOW US ON SOCIAL MEDIA!



@children1stca



@childrenfirstcanada



@children1stca

Remember to tag us in your posts!