



Conseil canadien pour les réfugiés
Canadian Council for Refugees

Going Social on Refugee Rights Day



Raising awareness and amplifying
Refugee Rights Day
in the Digital Space



REFUGEES WELCOME HERE!

MORE REFUGEES | MORE FAIRNESS | MORE WELCOMING COMMUNITIES

Amnesty International and the Canadian Council for Refugees

 @refugeecampaign

Refugee Rights Day

April 4th is the anniversary of the Supreme Court's 1985 Singh decision, which recognized that the Canadian Charter of Rights and Freedoms protects refugees' fundamental rights.

In this decision the Supreme Court found that the Canadian Charter of Rights and Freedoms protects the fundamental rights of refugees. The Court decided that 'everyone' includes refugee claimants in the sentence: 'Everyone has the right to life, liberty and security of the person and the right not to be deprived thereof except in accordance with the principles of fundamental justice.' Refugee claimants are therefore entitled to an oral hearing, in accordance with the principles of fundamental justice and international law. By taking part in Refugee Rights Day, you can help to "promote/disseminate" the message on this important day.

Going Social... Before, during and after Refugee Rights

Social media and other digital platforms are great outreach and conversational tools. This toolkit is designed to support refugee rights advocates promote Refugee Rights Day on social networks, before, during and after Refugee Rights Day. The Canadian Council for Refugees encourages you to share this introductory toolkit with other like-minded activists, organizations, supporters and allies.

How should I use the toolkit?

On Refugee Rights Day, thousands of activists and supporters will participate and organize events across Canada. This toolkit will give you tips and tools on how to raise public awareness about refugee rights in the digital space. By taking part in Refugee Rights Day, you can help amplify this important message: "Everyone has the right to life, liberty and security of the person and the right not to be deprived thereof except in accordance with the principles of fundamental justice"

Refugees welcome here

Amnesty International Canada (English and French speaking) and the CCR embarked on a public awareness campaign to make Canada more welcoming towards refugees. The campaign's key messages are to call for:

- more refugees
- more fairness for refugees,
- more welcoming communities

We suggest that people focus on:

- Refugee family reunification
- Refugees from other regions (in addition to Syrian refugees)
- Refugee claimants

Twitter

Twitter is popular, user-friendly and an absolute must-have platform for any organization.

A great community builder and conversation starter, Twitter is an efficient way for organizations and groups to build and interact with their community, audience, supporters, allies and like-minded activists! Use Twitter to be part of the #RefugeesWelcomeHere conversation leading up to, during and after Refugee Rights Day.

Getting started

STEP 1: Follow these accounts:

- Refugees Welcome Here: twitter.com/refugeecampaign
- Canadian Council for Refugees: twitter.com/ccrweb
- Amnesty Canada: twitter.com/AmnestyNow

STEP 2: Make sure you include the **#RefugeesWelcomeHere** hashtag in all your tweets

STEP 3: Get your tweet on!

Twitter Activation: Let the world know that you support Refugee Rights Day!

- Profile picture: Change your Twitter profile picture to the **#RefugeesWelcomeHere** campaign photo.
- Profile banner: Change your Twitter banner to the **#RefugeesWelcomeHere** campaign banner.
- Multimedia: Dress up your tweets with multimedia! Visual images stick in a person's mind more than words do and get approximately twice as much engagement on social media:
 - **Photos:** Use the visuals available here
 - **Videos:** If a picture is worth a thousand words, what's a video worth? How about sharing a short video stating your support for Refugee Rights day?
 - Take a pledge and tweet it with the **#RefugeesWelcomeHere** hashtag
- #RefugeesWelcomeHere: Use the event **#hashtag** consistently. The more people who use the same hashtag, the more likely you are to connect with one another and amplify our support of Refugee Rights Day across Canada.

A few things to remember:

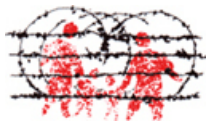
- Character count: A tweet is made up of 140 – characters messages: use your character count wisely and be concise as possible.
- Mentions: Want to tweet at someone/mention them? Type **@**, followed by their username, eg: **@ccrweb**
- **#Hashtag:** the pound sign is used to make a keyword clickable **#RefugeesWelcomeHere**
- Hyperlinks: You are welcome to link to a useful and relevant website, resource or online article and hashtag it **#RefugeesWelcomeHere** so other supporters can find it
- Retweet or RT: Retweeting is the action of forwarding another user's tweet to your feed and sharing it with your followers

Facebook

The ultimate social media giant is another great place to show your support for Refugee Rights Day. Despite common impressions, Facebook is not just a place for people to share their daily lives and lunch pictures — it's also a powerful public awareness tool. Here's how to get you started on Facebook for Refugee Rights Day.

Getting started

- Like the CCR page at facebook.com/ccrweb
- Hashtags to use: **#RefugeesWelcomeHere** and **#RefugeesRightsDay**
- Invite your friends to like the CCR page
- Make sure to tag the CCR when posting on facebook



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Facebook Activation: Using Facebook to amplify Refugee Rights Day!

- Change your Facebook banner picture to the #RefugeesWelcomeHere campaign banner.
- Change your profile picture to the #RefugeesWelcomeHere campaign profile picture.
- Create a photo album with the campaign pledges available here. Encourage your friends and supporters to share, download and use them.
- Post event images from any of the events that you will be organizing or attending, with the #RefugeesWelcomeHere and #RefugeeRightsDay hashtags and don't forget to tag the Canadian Council for Refugees / Conseil canadien pour les réfugiés facebook page

A few things to remember:

- **Character count:** There isn't a set character limit on Facebook, however it is advised to remain below two sentences.
- **Tagging:** Want to tag someone or a page? Type @, followed by their username, eg: @Canadian Council for Refugees / Conseil canadien pour les réfugiés
- If you plan on recording a video, make sure it is between 30–45 seconds.
- **#Hashtags:** Don't forget to add #RefugeesWelcomeHere and #RefugeeRightsDay to your photo albums and status updates.
- **Hyperlinks:** You are welcome to link to a useful and relevant website, resource or online article and hashtag it #RefugeesWelcomeHere so other supporters can find it.
Using a bit.ly to shorten your URL is advised.

Instagram



They say an image is worth a thousand words... Well, this visual platform is worth looking into as it continues to grow in popularity. Make sure you hashtag #RefugeesWelcomeHere AND #RefugeeRightsDay.

Getting started

- Follow the Campaign Account at: [instagram.com/RefugeesWelcomeBienvenue](https://www.instagram.com/RefugeesWelcomeBienvenue)
- Hashtags to use: [#RefugeesWelcomeHere](#) and [#RefugeeRightsDay](#)
- Take a pledge and post a photo of yourself with your pledge on Instagram, don't forget to hashtag it [#RefugeesWelcomeHere](#) so we can feature you as part of the campaign.

Instagram Activation: Use Instagram to amplify Refugee Rights Day!

- If you are hosting an event, get your creative juices flowing and don't hesitate to use imagery to tell your story leading up to the event.
- **#Hashtag:** the pound sign is used to make a keyword clickable and also a grouping method (Eg: [#RefugeesWelcomeHere](#)) that allows you to see photos with public profiles that are also hashtagged [#RefugeesWelcomeHere](#), see and interact with other participants.
- Post images from the event: behind-the-scenes action shots, volunteers, etc. with the appropriate event hashtags (and location tag).
- **Video:** you can create short video clips from 3 to 15 seconds long. To record your video, press the camera button and tap the video record icon. When you are done recording your video, tap "Next" and post!

A few things to remember:

- Don't forget to tag at [@RefugeesWelcomeHere](#) by tapping on the person you want to tag and enter their name or username.
- Use the following hashtags: [#RefugeesWelcomeHere](#), [#RefugeeRightsDay](#), [#BienvenueAuxRefugies](#)

Recap: Top actions you can take before, during and after April 4th

- Like our Facebook page and invite your friends to like the page
- Tweet, follow and retweet us on Twitter using [#RefugeesWelcomeHere](#)
- Take a pledge: download the pledges, print a pledge, take your photo holding your pledge and then send it to jihane@ccrweb.ca to be uploaded on our social networks
- Download the campaign logo and change your profile picture and cover photo on Facebook, Instagram or Twitter
- Share photos and videos of the activities taking place on Facebook, Instagram and Twitter using the hashtag [#RefugeesWelcomeHere](#)
- On April 4th we will be holding a tweet-a-thon: chime in!

Suggested Tweets, Facebook and Instagram posts

- **#RefugeesWelcomeHere**: 3 key issues 1. Refugee Family Reunification 2. Resettling refugees from other regions 3. Protecting refugee claimants
- Fact: Many children wait three years before being able to reunite with their refugee parent in Canada. **#RefugeesWelcomeHere**
- I demand the introduction of Express Entry **#familyreunification** so children are reunited with parents in 6 months **#RefugeesWelcomeHere**
- I demand more refugees, more fairness for refugees & more welcoming communities towards refugees **#RefugeesWelcomeHere #RefugeeRightsDay**
- I demand Canada opens the door to refugees from around the world by sustaining the increased resettlement numbers. **#RefugeesWelcomeHere**
- I demand the elimination of the Designated Countries of Origin regime in the refugee determination system. **#RefugeesWelcomeHere**
- Canada can and should commit to resettling each year 20,000 Government-Assisted Refugees. **#RefugeesWelcomeHere #RefugeeRightsDay #cdnimm**
- The CCR Youth Network demands that the government of Canada STOP detaining children in immigration detention.
- I demand that the government of Canada STOP detaining children in immigration detention, NOW! **#RefugeesWelcomeHere #cdnimm cc @CitImmCanada**
- I demand the Government of Canada reduces wait times for accepted refugees waiting to apply for permanent residency **#RefugeesWelcomeHere**
- Selection of refugees for resettlement should be based on need, as determined by **@UNHCRCanada** & without discrimination **#RefugeesWelcomeHere**
- Religion and country of origin should NOT be selection factors for refugee resettlement **#RefugeesWelcomeHere #cdnimm #cdnpoli**
- I recognize the importance of respecting refugees rights & highlighting contributions that refugees & immigrants make. **#RefugeesWelcomeHere**
- Detention is not in the best interest of refugee children. Canada must find fair alternatives. **#cdnpoli #cdnimm #RefugeesWelcomeHere**
- Canada deports children without considering the impact on their lives. I demand a change now: <http://ow.ly/9W5x1> **#RefugeesWelcomeHere**
- Canadian law doesn't protect trafficked **#children**. I demand Canada change laws to protect them. <http://ow.ly/9W5W5> **#RefugeesWelcomeHere**

Pledges

- I am proud of Canada's history of welcoming strangers. **#RefugeesWelcomeHere #RefugeeRightsDay**
My pledge: REFUGEES WELCOME HERE! **#cdnimm**
- I am proud to keep Canada's doors open to those fleeing grave #humanrights abuses.
#RefugeesWelcomeHere #RefugeeRightsDay #cdnpoli
- My pledge: I will strive to keep Canada's doors open now and into the future. **#RefugeesWelcomeHere #RefugeeRightsDay**
- My pledge: I will challenge and rebut negative stereotypes about refugees. **#RefugeesWelcomeHere #RefugeeRightsDay**
- My pledge: I will demand and support speedy reunification for refugee families.
#RefugeesWelcomeHere #RefugeeRightsDay #cdnimm
- My pledge: I will make a gesture of welcome to refugees in my community. **#RefugeesWelcomeHere #RefugeeRightsDay #cdnimm**
- I call on Canada to be a leader for refugee rights. **#RefugeesWelcomeHere #RefugeeRightsDay #canimm #cdnpoli**



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