

Moose Hide Campaign Day

SOCIAL MEDIA PLAYBOOK FOR K-12 ENGAGEMENT

The Moose Hide Campaign is a grassroots Indigenous organization aimed at ending violence against women and children, with a special focus on Indigenous women and children. At our core, we are focused on building reconciliation, calling men and boys, alongside all Canadians, to join us in creating a safer country for all.

Each year the Moose Hide Campaign hosts a national gathering. This year there is a dedicated K-12 livestream for students across Canada. There are valuable resources for educators to engage children and youth in meaningful conversations that inspire change. These resources are free and include lesson plans to use year round, free moose hide pins, and our K-12 specific pre-recorded workshops that compliment the livestream on May 12.

By spreading the word of the campaign on social media, you are helping us raise awareness, taking one important action to highlight this urgent issue. In this playbook you will find suggested messages, graphics, videos and ideas for use on social media to support Moose Hide Campaign Day. Thank you.

FOLLOW, SHARE & TAG

The Moose Hide Campaign has many social media channels that you can leverage.

An easy way to engage with our campaign is to simply follow, like and share our posts.

We will provide some sample posts for you to use, but we also welcome you to create more personalized ones for your organization or yourself. Feel free to tag us on any post!



Facebook: @moosehidecampaign.ca

Instagram: @moose_hide_campaign

Tik Tok: @moosehidecampaign

Twitter: @moose_hide

LinkedIn: moose-hide-campaign

#MooseHideCampaignDay #MooseHideCampaign
#MooseHideMomentum #FastToEndViolence
#Reconciliation

KEY LINKS

Digital Asset Downloads

<https://air.inc/a/bVbvER0If>



Web Site

www.moosehidecampaign.ca

Registration Page

www.moosehidecampaign.ca/get-involved/moose-hide-campaign-day

Fasting Page

www.moosehidecampaign.ca/get-involved/fasting

Pin Order Page

www.moosehidecampaign.ca/get-involved/order-pins-and-cards

NOTE: We suggests 25 as a minimum order, and request you share any extra ones!

DOWNLOADING OUR DIGITAL ASSETS

We created a location where you can download all of the digital assets for the Moose Hide Campaign.

We will continue to update the selection of digital assets leading up to Moose Hide Campaign Day, so please check back on occasion!

Click on the link to the right, or copy and paste it into your web browser!

SAMPLES



<https://air.inc/a/bVbvEROIf>



Download our ready
made Instagram
posts here!



You are welcomed to copy and paste the messages below, or personalize it to you or your organization!

Each social media platform is unique. Some have character limitations such as Twitter, some do not allow links such as Instagram, and some have square images, while others are vertical. Don't worry if it isn't exactly as we have it - we appreciate all your efforts!

ENCOURAGE REGISTRATION

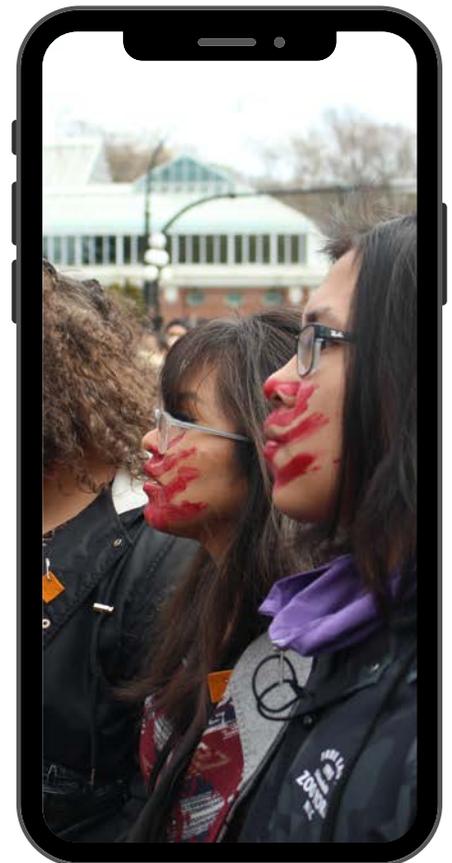
www.moosehidecampaign.ca/get-involved/moose-hide-campaign-day

- ◆ I'm joining #moosehidecampaignday on May 12th to help build a safer country for ALL. It is never too early to learn about spreading love and kindness - register your K-12 class at <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day>
- ◆ Educators are true change makers; register your class to help create real change in your community! #moosehidecampaignday <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day>
- ◆ Did you know the #MooseHideCampaign has a youth specific event just for K-12 students? Join us in making Canada a safer place for ALL. <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day>
- ◆ #themoosehidecampaign has FREE lesson plans, pins, and workshops for all K-12 classes. Let's come together to make real change! <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day>

If you are posting on behalf of your organization, just swap out some wording:

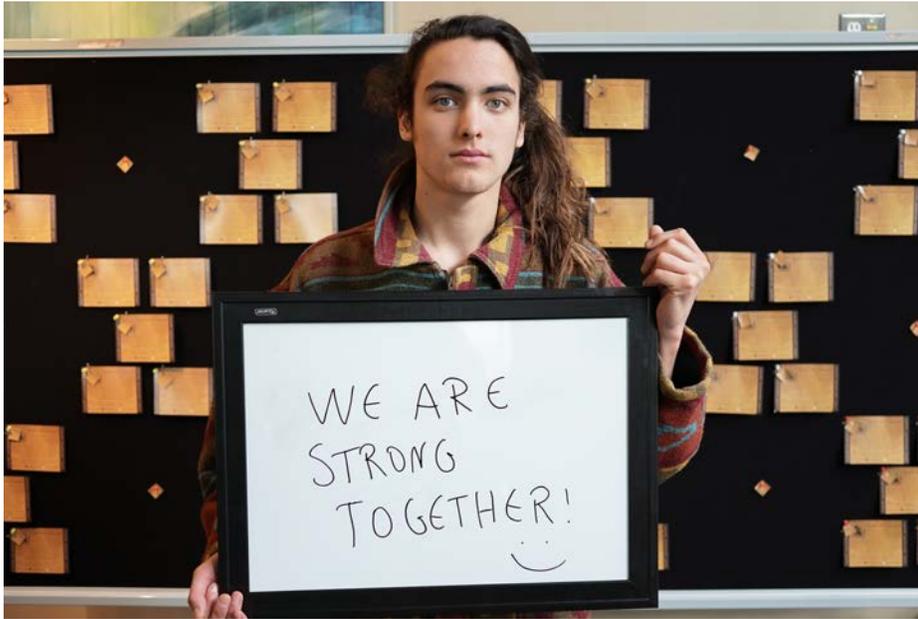
I'm = We're

Me = Us



Hashtags

#MooseHideCampaignDay
#MooseHideCampaign
#FastToEndViolence
#Reconciliation



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SHARE WHY YOU WEAR

We're challenging supporters to share why they wear their moose hide pin. Take a selfie with the pin and post why you wear it and why it matters. Tell us in the text of the post, record a short video or even add a written sign to your selfie!

<https://moosehidecampaign.ca/get-involved/order-pins-and-cards>

- ◆ I wear my moose hide pin as my commitment to end violence and respect and protect the women and children in my life. I'll wear it proudly on #MooseHideCampaignDay – and every day. [www.moosehidecampaign.ca/get-involved/order-pins-and-cards](https://moosehidecampaign.ca/get-involved/order-pins-and-cards)
- ◆ I wear a moose hide pin... for my daughter... for my mother.... for my sister... for all the women in my life.
- ◆ I wear my moose hide pin as a concrete step towards reconciliation. I'll wear it proudly on #MooseHideCampaignDay – and every day. <https://moosehidecampaign.ca/get-involved/order-pins-and-cards>





Leading up to Moose Hide Campaign Day on May 12, we invite you to add your voice to this important moment, by creating and sharing photos and videos of yourself taking the Moose Hide Pledge. It's also a super easy activity for educators to do with their students of all ages!

Showcasing your personal commitment helps to raise awareness of this important issue, and creates meaningful change across the country.

We encourage you to get creative with your photo or video, and include moose hide pin, signs, props, artwork, etc.

We also have several pre-made signs you can download from our digital assets: <https://air.inc/a/bVbvEROIf>

SOME PLEDGE OPTIONS ARE:

“We stand up against violence”

“We stand with the Moose Hide Campaign”

“We stand against gender-based violence”

“I commit to ending violence towards women and children.”

“I pledge to take a stand against violence towards women and children.”

REMEMBER TO TAG US ON SOCIAL MEDIA!





MOOSEHIDE CAMPAIGN DAY
MAY 12, 2022

SHARE OUR K-12 LIVESTREAM AND YOUTH WORKSHOPS

The K-12 livestream will be available on our web site at 10:30am PST. Workshops are pre-recorded and you can access them through our event website at any time. Please feel free to review them and use them ahead of May 12th, on the day, and in the weeks and months following as resources.

Once the livestreams start, we would really appreciate you sharing the link with your friends and followers to whichever platform makes the most sense. Even if you miss the livestream, you can still share the link afterwards, the recording of the gathering will be available for access and viewing when needed!

K-12 livestream

10:30am - 11:30am PST

Youth workshops (pre-recorded)

Available any time!

**In person Walk to End Violence
(Victoria, BC)**

12pm PST

Header/Banner Images

Most social media accounts allow you to change your headers and banners as required. We have created headers you can use for your own social media accounts or organization Intranets!



Meeting Backgrounds

A great way to show solidarity with the Moose Hide Campaign is to use our meeting backgrounds leading up to Campaign Day.

You are welcome to download one of our four backgrounds, and change the user settings in Zoom, Teams or Google Meets!



Signature Block

Adding our signature block image leading up to campaign day and linking it to our web site is a great way to show support and start a conversation!

www.moosehidecampaign.ca



Videos

We have a number of videos on our YouTube channel that can be shared on other platforms such as Facebook and Twitter.

With the growth of TikTok, we also encourage you to be creative with your personally made videos sharing why it's important to you to join this movement to end violence!



[Take the Pledge](#)



[Moose Hide as Medicine](#)



[Moose Hide Campaign Day 2022](#)