

Moose Hide Campaign Day 2022

Social Media Playbook

February 10, 2022

The world is suffering. The ongoing coronavirus pandemic is magnifying existing inequalities. Incidences of domestic violence have shot up for those in Canada and around the world. More people than ever are struggling to manage their mental health. And the future is still uncertain.

Each year at the **Moose Hide Campaign** we challenge our supporters to fast and gather together in solidarity to put the national spotlight on the issue of ending domestic and gender-based violence. This year, our message is more urgent than ever.

The **11th annual Moose Hide Campaign Day** is on **February 10th, 2022**. We'll be hosting a livestream, on-line interactive workshops and supporting thousands across the country to **#FastToEndViolence** and take action in their own communities.

By spreading the word of the campaign on social media, you're helping us raise even more awareness, taking one of thousands of supporter actions to highlight this urgent issue. Find in this playbook suggested messages, graphics, videos and ideas for use on social media around the day.

#MooseHideCampaignDay #FastToEndViolence
#MooseHideCampaign #MooseHidePledge

Follow Us



Key links

- [Air folder](#) of social media graphics and videos – also find here another social media playbook for partner organizations, communities, K-12 schools and universities.
- [Registration page](#) – you will need to register to get full event access
- [Order free pins](#), including vegan versions

Moose Hide Campaign Day 2022

February 10, 2022 - ONLINE AGENDA

Time (Timezone)	Activity
7:14a.m. (Newfoundland Standard Time)	Daybreak Ceremony*
8:30-9:45am (PST)	Plenary Livestream <ul style="list-style-type: none">• Traditional Welcome and Opening Protocols• Co-Founders Address from Paul and Raven Lacerte• Keynote Speakers
9:45-10:00am (PST)	Wellness Break
10:00-11:30am (PST)	Virtual Workshops
11:30am –12:00noon (PST)	Wellness Break
12:00noon –1:00pm(PST)	Walk to End Violence Against Women and Children (In-Person in Victoria and livestreamed)
5:27 p.m. –6:00 p.m. (PST)	Fast-Breaking Ceremony *

Note: The link to the event microsite will be emailed directly to registrants. The programme is accessible through the microsite and parts of the day will be streamed on social media.

Pre-event messages

[Share the video– find it here, or pinned to our social media pages](#)

I'm joining #MooseHideCampaignDay on February 10th – taking action on this day and every day to see an end to violence towards women and children. Please share. <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day-2022>



[Share a graphic – find all social media graphics here](#)

I'm joining #MooseHideCampaign-Day – a day to bring awareness to rising levels of domestic violence. Join me for a day of (virtual) gathering, fasting and action against violence.

[Find all Graphics Here](#)



During the first lockdown, domestic violence rose 30% in some regions of Canada. That's why I'm standing with @Moose_Hide and taking action for #MooseHideCampaignDay

Join me: <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day-2022>

We're in the midst of an unprecedented mental health crisis. We must come together to heal and prevent violence. That's why I'm joining #MooseHideCampaignDay <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day-2022>

Share the fast – find fasting graphics here

I'm taking on the challenge to #FastToEndViolence a one-day fast to show my commitment to ending violence against women and children. Fast with me: <https://moosehidecampaign.ca/get-involved/moose-hide-campaign-day-2022>

I'm joining thousands across North America fasting for one day on February 10th – taking a stand against growing levels of domestic violence. **#FastToEndViolence**

I'm fasting on February 10th to humble myself, to heal – and to commit to stand up against violence towards women and children. **#FastToEndViolence**

I'm taking on the challenge to fast for **#MooseHideCampaignDay** because (add reason here). **#FastToEndViolence**. On Moose Hide Campaign Day: February 10, 2022

Share why you wear

Point to your pin and complete the sentence: "I wear mine..."

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 add a written sign to your selfie. Check out our pre-made graphics.

"I wear my moose hide pin as my commitment to stop violence and respect and protect the women and children in my life. I'll wear it proudly on #MooseHideCampaignDay – and every day."

If you don't have your pin yet, [order it for free here](#).





Share the livestream – February 10th at 8.30am (PST) on Facebook

We'll be live on Facebook from 8.30-10am PST with a co-founder address and keynotes. Get the word out by sharing the live and asking others to watch. Once it starts, this will be the pinned post on Facebook.

Pass the pin: TikTok challenge – [see examples here](#)

We're challenging TikTokers to pass the pin, creating a chain of videos where the moose hide pin is passed between frames. Get creative and post your video or create a chain as a group.

Add a virtual background – [find them here](#)

As well as wearing your hide online, add a moose hide virtual background to your online calls – and spread the message about ending violence at every meeting.

Frames and filters

Add a virtual pin to your profile picture with our new Facebook frame – or find the moose hide pin filter on Instagram and Facebook stories. These will be live the week before the event, so look out for them then.

Take the pledge



Pledge your commitment to the Moose Hide Campaign. Post your pledge with #MooseHidePledge or upload a message to our website: <https://moosehidecampaign.ca/get-involved/make-the-pledge>

Subscribe to our new supporter newsletter

Keep up to date with all Moose Hide Campaign news with our new monthly supporter newsletter. Find sign-up information at the bottom of the event microsite.