

# Moose Hide Campaign Day

## SOCIAL MEDIA PLAYBOOK

Each year the Moose Hide Campaign 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. With rates of domestic violence rising since the beginning of the pandemic, this message is needed now, more than ever.

The **12th annual Moose Hide Campaign Day** is on **May 11th, 2023**. We'll be hosting a livestream, online interactive workshops and supporting thousands across the country to **Fast to End Violence** 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 to support Moose Hide Campaign Day.

## 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

### Web Site

[www.moosehidecampaign.ca](http://www.moosehidecampaign.ca)

### Registration Page

[moosehidecampaign.ca/campaignday](http://moosehidecampaign.ca/campaignday)

### Fasting Page

[moosehidecampaign.ca/fasting](http://moosehidecampaign.ca/fasting)

### Pin Order Page

[moosehidecampaign.ca/pins](http://moosehidecampaign.ca/pins)

### Digital Asset Downloads

[moosehidecampaign.ca/downloads](http://moosehidecampaign.ca/downloads)

*NOTE: We suggest 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!

## 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 welcomed 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 the campaign, linking it to our web site is a great way to show support and start a conversation!

[www.moosehidecampaign.ca](http://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 Tik Tok, we also encourage you to be creative with your personally made videos sharing why you are supporting the Moose Hide Campaign!



[This is the Moose Hide Campaign](#)



[Moose Hide as Medicine](#)



[Moose Hide Campaign Day 2022 Recap](#)

**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

◆ I'm joining #MooseHideCampaignDay on May 11th – taking action on this day and every day to see an end to violence towards women and children. Please register and share!  
[www.moosehidecampaign.ca/campaignday](http://www.moosehidecampaign.ca/campaignday)

◆ I'm joining #MooseHideCampaignDay – a day to bring awareness to rising levels of domestic violence. Join me for a day of (virtual) gathering, fasting and action against violence on May 11!  
[www.moosehidecampaign.ca/campaignday](http://www.moosehidecampaign.ca/campaignday)

◆ Domestic violence soared 30% in some regions of Canada during COVID. That's why I'm standing with #MooseHideCampaign and taking action against violence. Join me on May 11!  
[www.moosehidecampaign.ca/campaignday](http://www.moosehidecampaign.ca/campaignday)

◆ I'm joining #MooseHideCampaignDay – a day to bring awareness to rising levels of domestic violence. Join me for a day of (virtual) gathering, fasting and action against violence on May 11!  
[www.moosehidecampaign.ca/campaignday](http://www.moosehidecampaign.ca/campaignday)

◆ 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  
[www.moosehidecampaign.ca/campaignday](http://www.moosehidecampaign.ca/campaignday)

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

## Encourage Fasting

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!

- ◆ 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: [www.moosehidecampaign.ca/fasting](http://www.moosehidecampaign.ca/fasting)
- ◆ I'm joining thousands across Canada fasting for one day on May 11th – taking a stand against growing levels of domestic violence. #FastToEndViolence [www.moosehidecampaign.ca/fasting](http://www.moosehidecampaign.ca/fasting)
- ◆ I'm fasting on May 11th to humble myself, to heal – and to commit to stand up against violence towards women and children. #FastToEndViolence [www.moosehidecampaign.ca/fasting](http://www.moosehidecampaign.ca/fasting)
- ◆ I'm fasting on May 11th to humble myself, to heal – and to commit to stand up against violence towards women and children. #FastToEndViolence [www.moosehidecampaign.ca/fasting](http://www.moosehidecampaign.ca/fasting)



## 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!

- ◆ 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. [www.moosehidecampaign.ca/pins](http://www.moosehidecampaign.ca/pins)
- ◆ I wear a moose hide pin... for my daughter... for my mother.... for my sister... for all the women in my life.

