

# POSTCARD TO PARLIAMENT SOCIAL MEDIA TIPSHEET

Thank you for participating in our Postcard to Parliament #PlayItFair Campaign.  
More than 20,000 postcards have been sent to children all across Canada.  
**This November 20<sup>th</sup>, help us make a splash on social media!**

**We love when you share children's work!**

Consider taking close-up photos of the children's postcards and sharing them with your friends, family and community on Facebook, Twitter or Instagram. Don't forget to tag Equitas so we can inspire other *Play It Fair!* partners.



## WHAT YOU CAN DO ON FACEBOOK

- ✓ Like Equitas on Facebook at <https://www.facebook.com/equitas>
- ✓ Use the campaign hashtag #PlayItFair
- ✓ Encourage your friends to like and share the pictures
- ✓ Add a link to the campaign: <http://ow.ly/TDrIq>
- ✓ Tag Equitas in your posts and your postcard pictures so we can share them too!
- ✓ You can choose one the following.....

Sample Facebook posts for your pictures: <add photo>

Today is National Child Day! Join us in the celebrations by promoting positive values such as inclusion, respect for diversity, responsibility and cooperation. Like, share and learn more: <http://ow.ly/TDrIq> #PlayItFair @equitas human rights

Happy National Child Day! Do you know the 7 *Play It Fair!* children's rights values? Collaboration, Respect for Diversity, Fairness.... Discover the other ones here: <http://ow.ly/TDrIq> #PlayItFair @equitas human rights

The drawing on this postcard shows how every child is unique. Happy National Child Day! Like, share and learn more: <http://ow.ly/TDrIq> #PlayItFair @equitas human rights

This year, the Equitas Postcard to Parliament campaign focuses on Article 3 of the Convention on the Rights of the Child that states that the best interest of the child must be the primary consideration when adults make decisions that affect children. Help celebrate National Child Day and the Equitas Postcard to Parliament campaign by liking, sharing and visiting <http://ow.ly/TDrIq> #PlayItFair @equitas human rights

It's National Child Day! With the adoption of the Convention on the Rights of the Child, Canada made a commitment to ensure that children are treated with dignity and respect, and are protected from harm both in Canada and abroad. Join us by sharing this postcard with your local MP, your friends and family! #PlayItFair @equitas human rights <http://ow.ly/TDrIq>



## WHAT YOU CAN DO ON TWITTER

- ✓ Follow Equitas on Twitter @EquitasIntl
- ✓ Use the campaign hashtag #PlayItFair
- ✓ Encourage your followers to retweet the pictures
- ✓ Add a link to the campaign: <http://ow.ly/TDrIq>
- ✓ Tag Equitas in your posts and your postcard pictures so we can share them too!
- ✓ You can choose.....

Sample Tweets for your pictures: <add photo>

.@JustinTrudeau Thank you for keeping my best interests in mind when making decisions that affect me! #PlayItFair

What children's rights mean to <name of child>. Happy National Child Day! #PlayItFair @JustinTrudeau

With @EquitasIntl I am sending a #PostcardToParliament to celebrate National Child Day! <http://ow.ly/TDrIq> #PlayItFair

Happy National Child Day @JustinTrudeau! <http://ow.ly/TDrIq> #PostcardToParliament #PlayItFair @EquitasIntl

Today is National Child Day! I join @EquitasIntl in promoting children's rights across Canada <http://ow.ly/TDrIq> #PlayItFair



## WHAT YOU CAN DO ON INSTAGRAM

- ✓ Follow us on Instagram @Equitas\_Human\_Rights
- ✓ Use the campaign hashtag #PlayItFair
- ✓ Tag Equitas in your posts and your postcard pictures so we can share them too!
- ✓ Take lots of pictures of the postcard making activities! 😊