



**#AllWelcomeHere
Social Media Toolkit**

Below are suggested graphics and accompanying text for social media from Oct 1 to 15, 2019. Please feel free to modify as you see appropriate for your audience and for the social media. The dates to post are guidelines leading up to the forum on Oct 15. Notes in square brackets and highlighted in yellow are just that – notes, and not to be included in the text. Graphics are available in square (Instagram) and rectangular versions (Twitter, LinkedIn, Facebook). As well, to suit your preferences, graphics are available without the hashtag or tagline in the graphic as noted in highlighted yellow.

We would greatly appreciate you using the hashtag #AllWelcomeHere in the text so that we can track this campaign.

Other hashtags you may want to use as well: #RefugeesWelcome #RefugeeClaimants #WithRefugees #AsylumSeekers

Download the shareable graphics here:

<https://drive.google.com/drive/folders/1LAvLyZ6PSEUaFTUOuZdjJKKZnLsM9n7f>

	Date	Graphic	Text
1a	Oct 1 to 10	#AllWelcomeHere [Note: Introduction or recap of campaign, to be used as is needed or appropriate]	The All Welcome Here coalition is a group of non-partisan British Columbia organizations working together to support refugees and refugee-friendly public policy. We do this by facilitating effective inter-organizational communication and timely, active responses to issues in the public discourse based on facts, research, lived experience, and storytelling. #AllWelcomeHere
1b	Oct 1 to 10	Same graphic as above	The All Welcome Here coalition is a group of non-partisan British Columbia organizations working together to support refugees and refugee-friendly public policy. #AllWelcomeHere The All Welcome Here coalition facilitates effective inter-organizational communication and timely, active responses to refugee issues in the public discourse based on facts, research, lived experience, and storytelling. #AllWelcomeHere
1c	Oct 1 to 10	Same graphic as above	We support refugees and refugee-friendly public policy. Because it's not where you're from, but where you're going.

Affiliation of Multicultural Societies and Service Agencies of British Columbia

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			#AllWelcomeHere
2	Oct 1 to 10	Small Business Owners Refugees welcome in BC [tagline] [version available without tagline]	Newcomers who came as refugees — and their children — are more likely to start small businesses that support employees and our economy than those born in Canada. #AllWelcomeHere
3	Oct 1 to 10	Seeking: Security and Protection	Refugees are seeking security and protection from threats to their own lives. It is far more difficult to enter Canada as a refugee than as a visitor because the refugee determination process involves security checks by CSIS and the RCMP, fingerprinting, and interviews. #AllWelcomeHere
4	Oct 1 to 10	They will change our communities. Refugees welcome in BC [version available without tagline]	Welcoming refugee newcomers is a long-term investment in our communities. After 20 years of living in Canada, those who arrive as refugees experience the same income distribution on a household level, as well as the same home ownership levels, as other Canadians. #AllWelcomeHere
5a		Young, well-educated, speaks English Refugees welcome in BC [version available without tagline]	The ISSofBC Report released in June 2018, shows that refugee claimants participating in the report survey were overwhelmingly young, well-educated, and able to speak English. A total of 72% had pursued education beyond high school, while 61% had university or graduate degrees. A total of 96% self-reported English language proficiency. Of those, over three-quarters self-identified as having intermediate (36%) or advanced (40%) English skills. #AllWelcomeHere
5b		Young, well-educated, speaks English Refugees welcome in BC [version available without tagline] (3 Posts)	The @ISSBC Report released in June 2018 shows that refugee claimants participating in the report survey were overwhelmingly young, well-educated, and able to speak English. #AllWelcomeHere DYK? A total of 72% of refugee claimants pursued education beyond high school, while 61% had university or graduate degrees - @ISSBC Report, 2018. #AllWelcomeHere A total of 96% of refugee claimants self-reported English language proficiency. Of those, over three-quarters self-identified as having intermediate (36%) or advanced (40%) English skills. - @ISSBC Report, 2018 #AllWelcomeHere

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	Oct 1 to 10	Same graphic as above	Newcomers who arrive as refugees in Canada are contributors to society, just like you and me. #AllWelcomeHere
6	Oct 1 to 10	Just like our grandparents. Refugees welcome in BC [version available without tagline]	Refugees today are no different than our grandparents: puritans fleeing persecution, the Irish fleeing famine, the Jews fleeing genocide. #AllWelcomeHere
7	Oct 1 to 10	We are all human. #AllWelcomeHere [Version Available without hashtag]	No one chooses to be a refugee. #AllWelcomeHere
8	Oct 1 to 10	No such thing as queue jumping Refugees welcome in BC [version available without tagline]	Asylum-seekers or refugee claimants are not placed ahead of immigrants who already have applications in progress. Two separate processes are followed: https://www.canada.ca/en/immigration-refugees-citizenship/campaigns/irregular-border-crossings-asylum/myth.html [Link to graphic] #AllWelcomeHere
9	Oct 1 to 10	It's a human right, not a gift. #AllWelcomeHere [Version Available without hashtag]	Refugee claimants have a right to make a claim. That right is protected in Canadian law, which builds on Canada's international obligations with the 1951 UN Refugee Convention. [Source: https://laws.justice.gc.ca/eng/acts/i-2.5/fulltext.html] #AllWelcomeHere
		[Note: 3 versions of the graphic, 3 versions of the text for you to choose and use as is appropriate]	
10a	Oct 1 to 15	Why Should I Care? Canada and Refugees in 2019: A Community Dialogue Oct 15, 2019, 5:30pm @ Robson Square #AllWelcomeHere (1 Post – LinkedIn / Facebook)	Join us for a community dialogue on the contributions of refugees who arrived to British Columbia. #AllWelcomeHere . AMSSA & UBC Migration present Why Should I Care? Refugees and Canada in 2019: A Community Dialogue . Tuesday, Oct 15 5:30PM to 8:00PM UBC Robson Square Theatre C300 800 Robson Street . https://www.eventbrite.ca/e/why-should-i-care-

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			refugees-and-canada-in-2019-a-community-dialogue-tickets-75590436029 #RefugeesWelcome #RefugeeClaimants #WithRefugees #AsylumSeekers
10b	Oct 1 to 15	Why Should I Care? Canada and Refugees in 2019: A Community Dialogue Oct 15, 2019, 5:30pm @ Robson Square (1 Post)	Why should we care about refugees in Canada? Join us for an evening of engaging discussion. People with lived experience of forced migration, community members, and researchers will share their perspectives on the contributions of refugees to our society and participate in a dialogue about why we should all care about refugees in Canada. #AllWelcomeHere . AMSSA & UBC Migration present Why Should I Care? Refugees and Canada in 2019: A Community Dialogue . Tuesday, Oct 15 5:30PM to 8:00PM UBC Robson Square Theatre C300 800 Robson Street . https://www.eventbrite.ca/e/why-should-i-care-refugees-and-canada-in-2019-a-community-dialogue-tickets-75590436029 #RefugeesWelcome #RefugeeClaimants #WithRefugees #AsylumSeekers
10c	Oct 1 to 15	Why Should I Care? Canada and Refugees in 2019: A Community Dialogue Oct 15, 2019, 5:30pm @ Robson Square (3 Posts)	Have questions about what refugees contribute to BC's communities? Join us at the UBC Migration and @AMSSABC community dialogue: https://www.eventbrite.ca/e/why-should-i-care-refugees-and-canada-in-2019-a-community-dialogue-tickets-75590436029 #AllWelcomeHere Join us for a community dialogue to discuss what refugees coming to Canada and BC means to our society. Why care? https://www.eventbrite.ca/e/why-should-i-care-refugees-and-canada-in-2019-a-community-dialogue-tickets-75590436029 #AllWelcomeHere

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