

**UNICEF Canada Halloween Hero Schools
Social Media Toolkit
#HalloweenHeroes**

Overview:

A key part of the Halloween Heroes campaign will be promoting the campaign on social media, to help share it with audiences across Canada, and to raise awareness of children's issues in Canada and around the world. UNICEF Canada excited to see how you will use social media for social good!

Social Media Best Practices:

Create a dialogue with us

The first step to joining the conversation is becoming active members of our social media communities. Help by our sharing posts and creating conversations.



@UNICEFCanada



@UNICEF-Canada



@unicefcanada

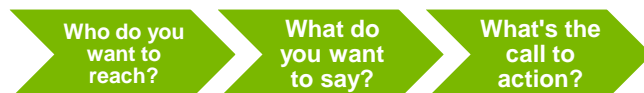
Identify your goals

Let your goals determine what you post, when and how (what channels, what type of post, etc.)

At UNICEF Canada, before launching any campaigns, we consider our:



Before you post, ask yourself:



Get your audiences' attention

A good image or video is key to getting the attention of your audience, to draw them in and peak their interest so they want to hear more about what you have to say.

Studies show that on most social media channels, you have two or three seconds to get people's attention, so while we've provided sample posts below, you can also tailor the posts to your channels and networks, to help people understand why you are supporting the Halloween Heroes campaign.

Add value to conversations

Social media is a two-way conversation. To engage with your community, share valuable content that helps your supporters to better understand the issues that make up the Halloween Heroes campaign, relate to the campaign, or learn how they can take action. Asking a question is a great way to get your



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followers engaged; you can share a topic or an issue that matters to you and either ask your followers to share their feelings on the topic/issue, or ask them to tell you what issues matter most to them.

Be respectful, responsible and use good judgment

Social media happens in real-time, but take a moment to think through your message, especially if the conversation gets heated, personal or controversial. When in doubt, ask yourself if UNICEF Canada would stand behind your post.

Addressing negative comments can be an opportunity to share correct and useful information. However, if the comment is not constructive, and sounds like someone who is just trying to start an argument, it may be best not to engage with them.

Safeguard UNICEF's name

When advocating for UNICEF Canada, please respect UNICEF's values and non-partisan principles – this means we don't call out any singular, specific individuals or political parties on social media. UNICEF believes in working with all groups and governments to protect the safety and wellbeing of children everywhere.

If you want to learn more about UNICEF's values, you can visit our website [here](#).

Halloween Heroes Overview:



The UNICEF Halloween Heroes represent important areas that UNICEF works in, sending aid where it's needed most, to children who are most in need. Children are often the worst impacted by emergencies – both ongoing and sudden onset – and the UNICEF Halloween Heroes are there to make sure they have access to medicine, healthy food, education and clean water; to let them get back to being kids.



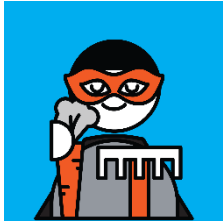
Water Hero – Access to clean water and sanitation (like toilets) is a human right, but 1 in 3 people around the world don't have a regular supply of safe and clean water in their houses, communities and schools. A lack of clean water leads to disease spreading and children become seriously dehydrated.

The Water Hero protects children's right to clean water by providing them with tools to purify water, stay clean and treat diseases that result from lack of proper sanitation and dirty water.



Education Hero – Did you know that 264 million children around the world aren't in school and don't have the opportunity to attend? Reasons why include being unable to afford school fees; schools being destroyed by violence and conflict; having to stay home to do chores and look after younger siblings; and no schools in the refugee camps where they live.

The Education Hero helps make sure that every child can get an education, no matter who they are, where they live or how much money their family has. By attending school, children can develop important skills and get the opportunity to grow and thrive.



Nutrition Hero – Good nutrition is more than just making sure children have enough to eat every day. Protecting children against malnutrition and starvation also means protecting them against disease, helping them grow their minds and bodies, and giving them the energy to enjoy being a kid.

The Nutrition Hero works to ensure that all children – from birth all the way to adulthood – have access to the food, water and nutrients that they need to grow up healthy and strong. From providing nutritious meals in schools to helping treat children who are malnourished, the Nutrition Hero wants to make good nutrition a reality for every child.



Health Hero - All children have the right to survive and thrive. But many children face serious challenges surviving past their earliest years and developing to their full potential. Lack of access to medicine and doctors, as well as disease in their communities and malnutrition all pose major threats to children’s development.

The Health Hero protects children’s right to good health by providing access to doctors and medicine, as well as other important health tools like regular vaccines, which help protect children against common diseases; clean water and sanitation; and nutritious and healthy food to help them grow and thrive.

Sample Posts and Opportunities for Engagement:

Throughout the month of October, there are a several UN Days of Recognition which link to the different Halloween Heroes. While it’s not required that you post on these specific days, they are a good way of building engagement and getting your message out to new audiences.

- October 5: World Teachers’ Day (#WorldTeachersDay) – Education Hero
- October 15: Global Handwashing Day (#GlobalHandwashingDay) – Water Hero
- October 16: World Food Day (#WorldFoodDay) – Nutrition Hero
- October 24: World Polio Day (#WorldPolioDay) – Health Hero

Below is a cheat sheet with useful messages that you can tailor as you like.

Platform	Sample Message
Twitter	This Halloween join @UNICEFCanada by becoming a #HalloweenHero and help defend the right to childhood for children everywhere! Sign up at unicef.ca/halloweenheroes to start fundraising today!
Twitter	Trick or Treat! Let's treat children all over the world to a better future. @UNICEFCanada's #HalloweenHeroes are defending the right to childhood and you can too. Sign up today at unicef.ca/Halloweenheroes

Twitter	#DYK that 1 in 3 people around the world don't have regular access to clean water? @unicefcanada's #HalloweenHero protects children by providing them with tools to purify water and stay clean. Learn how you can become a #Halloween Hero at unicef.ca/Halloweenheroes
Twitter	264 million children around the 🌍 aren't in school and don't have the opportunity to attend. @UnicefCanada's #HalloweenHero makes sure that every child can get an education, no matter where they live. Transform yourself into an Education hero: unicef.ca/halloweenheroes
Twitter	Good nutrition is more than just making sure children have enough to eat every day. @UNICEFCanada's #HalloweenHero works to ensure that children have access to the food and nutrients that they need to grow up healthy. Learn more at unicef.ca/halloweenheroes
Twitter	Do you believe all children have the right to survive and thrive? @UNICEFCanada's #HalloweenHero protects children's right to good health. Curious? Intrigued? Join the Hall of Heroes or support a Hero in your community at unicef.ca/halloweenheroes
Facebook	Trick or Treat! Let's treat children all over the world to a better future. @UNICEF-Canada's Halloween Heroes are defending the right to childhood and you can too. Sign up today at unicef.ca/Halloweenheroes
Facebook	<p>This Halloween join @UNICEF-Canada by becoming a Halloween Hero and help defend the right to childhood for children everywhere!</p> <p>Sign up at unicef.ca/halloweenheroes to start fundraising.</p> <p>Once you reach your donation goal, you'll be inducted into the Hall of Heroes and receive your very own Hero's Crest to proudly wear or display on Halloween night!</p>
Facebook	<p>Did you know that 1 in 3 people around the world don't have regular access to clean water? A lack of clean water can lead to dehydration and the spread of diseases.</p> <p>@Unicef-Canada's Halloween Hero protects children by providing them with tools to purify water and stay clean. Interested? Learn how you can become a #Halloween Hero at unicef.ca/Halloweenheroes</p>
Facebook	<p>264 million children around the 🌍 aren't in school and don't have the opportunity to attend.</p> <p>@Unicef-Canada's Halloween Hero makes sure that every child can get an education, no matter where they live. Transform</p>

	<p>yourself into an Education Hero today at unicef.ca/halloweenheroes</p>
Facebook	<p>Good nutrition is more than just making sure children have enough to eat every day.</p> <p>@UNICEF-Canada's Halloween Hero works to ensure that children have access to the food and nutrients that they need to grow up healthy and strong. Learn more and sign up for your own Hero fundraising page today at unicef.ca/halloweenheroes</p>
Facebook	<p>Do you believe all children have the right to survive and thrive? @UNICEF-Canada's Halloween Hero protects children's right to good health. Curious? Intrigued? Join the Hall of Heroes or support a Hero in your community at unicef.ca/halloweenheroes</p>
Instagram	<p>Trick or Treat! Let's treat children all over the world to a better future. @unicefcanada's #HalloweenHeroes are defending the right to childhood and you can too. Click the link in our bio to sign up today!</p>
Instagram	<p>This Halloween join @unicefcanada by becoming a #HalloweenHero and help defend the right to childhood for children everywhere!</p> <p>Click the link in our bio to start fundraising.</p> <p>Once you reach your donation goal, you'll be inducted into the Hall of Heroes and receive your very own Hero's Crest to proudly wear or display on Halloween night!</p>
Instagram	<p>Did you know that 1 in 3 people around the world don't have regular access to clean water? A lack of clean water can lead to dehydration and the spread of diseases.</p> <p>@unicefcanada's #HalloweenHero protects children by providing them with tools to purify water and stay clean. Interested? Click the link in our bio to learn how you can become a #HalloweenHero today.</p>
Instagram	<p>264 million children around the 🌍 aren't in school and don't have the opportunity to attend.</p> <p>@unicefcanada's #HalloweenHero makes sure that every child can get an education, no matter where they live. Transform yourself into an Education Hero today through the link in our bio.</p>
Instagram	<p>Good nutrition is more than just making sure children have enough to eat every day.</p> <p>@unicefcanada's #HalloweenHero works to ensure that children have access to the food and nutrients that they need to grow up</p>

	<p>healthy and strong. Learn more and sign up for your own Hero fundraising page today with the link in our bio.</p>
Instagram	<p>Do you believe all children have the right to survive and thrive? @unicefcanada's #HalloweenHero protects children's right to good health. Curious? Intrigued? Join the Hall of Heroes or support a Hero in your community by clicking the link in our bio now.</p>
LinkedIn	<p>Do you remember trick or treating for UNICEF when you were younger? This year UNICEF Canada is back with a brand new Halloween initiative – UNICEF Canada Halloween Heroes.</p> <p>Children, families and even companies can fundraise throughout the month of October, to become Halloween Heroes and help defend the right to childhood for children all over the world. If you'd like to get involved, visit unicef.ca/halloweenheroes to learn more or sign up today.</p>
LinkedIn	<p>Every child has the right to the best possible childhood, but many children around the world lack access to supplies like clean water, medicine, nutritious food and education.</p> <p>This year, UNICEF Canada is introducing the Halloween Heroes, so Canadians can join together and help defend the right to childhood. Throughout the month of October, children, individuals and companies will fundraise, to help send aid to children who are most in need. Learn more or sign up for your own fundraising page today at unicef.ca/halloweenheroes</p>