

TOOLKIT

Social Media Blitz

11-15 April 2016



The Campaign for U.S. Ratification of the Convention on the Rights of the Child

BACKGROUND

Almost every country in the world agrees that anyone under age 18 has special rights to care and protection, to develop to their full potential, to participate in decisions and actions that affect them, and to be free from discrimination. These are the rights enshrined in the world's most widely accepted and most rapidly ratified human rights treaty: the United Nations Convention on the Rights of the Child (CRC).

Adopted by the United Nations in 1989, the CRC has set the standard for universal children's welfare, but **the U.S. stands alone** as the only nation in the world not to have ratified it. Somalia and South Sudan were the last nations to ratify the CRC, in early in 2015.

There is no good reason to opt out. The U.S. played a pivotal role in drafting the treaty's provisions during the Reagan Administration, and the Clinton Administration even signed the CRC. The next step towards ratification is for President Obama to review the treaty and send it to the Senate, but **time is running out** for him to do so.

The CRC would provide our nation with a comprehensive framework to analyze, document, and report on conditions for children, including how government agencies consider the views of parents and youth. It would also help officials at all levels of government develop policies and programs that better meet the needs of children and families.

The President must know American citizens—young and old—want childhood to be made a national priority. We want President Obama to send the CRC to the Senate for ratification before he leaves office. To that end, during the week of April 11 to 15 we are planning to flood the President's Twitter account with messages asking him to **#SendtheCRC**. We hope you will join our effort to make noise and get the President's attention. This toolkit has been prepared to help you get involved.

Note of Confidentiality: The CRC faces organized opposition in the U.S., capable of mobilizing against this Social Media Blitz if they have advance notice of it. For this reason, the Child Rights Campaign requests you do not distribute information about the plans for the Social Media Blitz, or any of our messages, to your list-serves in advance of 7:00 a.m. EST on April 11 (launch day). Please feel free to have your own social media team use the information in this toolkit in advance to plan how your organization will engage in the Social Media Blitz and to schedule your tweets, if you use a social media scheduling platform.

CAMPAIGN PARTICIPANT'S GUIDE

EDUCATE

From April 11 to 15, help spread the message that the **#USstandsAlone** as the only nation not to have ratified the CRC—the only nation in the world whose government has indicated children's rights are not a priority. The Social Media Blitz asking the President to **#SendtheCRC** to Senate for ratification will take place primarily on Twitter, but you can use other social media channels (Facebook, Instagram, YouTube, and more) to educate others about the importance of this issue and invite them to join you in the campaign to bombard President Obama's Twitter feed with messages.

ADVOCATE

Join with a wide network of organizations, groups, and individuals who will be sending messages to the President (@POTUS) and First Lady (@FLOTUS), advocating for youth and children's rights.

- See the "Tweet Sheet" on pages 4-5 of this document for tweets you can simply click on to instantly tweet. Please target @POTUS *and* @FLOTUS with your tweets.
- Craft your own tweets, tying children's rights to issues your organization works on. If doing so, please include our blitz campaign's primary hashtag - **#SendtheCRC** - in each tweet. If the character count allows, mention @Treaty4Kids so we can see and retweet your tweet, and add either of these other hashtags, too: #HumanRightsLegacy and #USstandsAlone.
- Besides @POTUS and @FLOTUS, you may direct tweets to Valerie Jarrett (@vj44), Secretary Kerry (@JohnKerry), Attorney General Lynch (@LorettaLynch), and Susan Rice (@AmbassadorRice) as appropriate, particularly if you want to engage in a particular way (e.g. mention Attorney General Lynch if you're tweeting about juvenile justice).

CREATE

Make a *WHEN I WAS A KID* image tweet and direct it to @POTUS. Here's how:

1. **Upload a childhood photo** of yourself to tweet.
2. **Add text in your tweet relating the photo to children's rights.** One way you can do this is to share what your dream relating to children's rights was, at the age you are in your photo. Perhaps you dreamed of quality education, going to college, or equal opportunities for girls. (See examples on page 3.)
3. In your tweet text, **also include** the handle @POTUS, so your message is directed to the President, and the hashtag #SendtheCRC.
4. **Challenge those in your network or organization** to do the same! Who doesn't love to see what their friends and colleagues looked like as kids?

Sample *WHEN I WAS A KID* tweets:



EXTRA!

Attached to the e-mail with this toolkit are three postcard/image tweets and one infographic. They are also embedded in the Tweet Sheet tweets, but we've added them as attachments so you can download them to use in other applications, if you wish.

QUESTIONS?

Have we left something out? Please direct any questions about the April Social Media Blitz campaign, or the information and materials in this toolkit, to sharon@childrightscampaign.org. For more information on the CRC or Child Rights Campaign, visit www.childrightscampaign.org.

TWEET SHEET

The tweets below represent the core Child Rights Campaign messages for this Social Media Blitz. You can click to tweet them as they are, or tailor them to fit your organization's mission.

If you wish to schedule your tweets in advance using a scheduling service, like Hootsuite, click the "[CLICK TO TWEET](#)" text and it will open the created tweet. Then, just copy the tweet, paste into your scheduling service, and set the day and time you wish to send out the tweet.

Some of the tweets below have images embedded in them (using special URLs). *You don't have to add a thing to make the image appear.* To help you see in advance of tweeting what the images are, small versions are posted below the tweets associated with them in this document. Open the images attached to the toolkit e-mail to see larger versions. The photo URL (pic.twitter.com) will not appear in your tweet but will be replaced by the photo it represents.

We hope the First Lady (@FLOTUS) will encourage the President to move on the CRC issue, so please direct some tweets to her as well as @POTUS. The tweet sheet contains similar tweets grouped together for @POTUS (in black font) and @FLOTUS (lavender font). You can choose how many you want to tweet.

CLICK-TO-TWEET

#USstandsAlone as the only nation to not ratify UN Child Rights Convention. Is this the distinction our nation wants, @POTUS? #SendtheCRC [CLICK TO TWEET](#) 

#USstandsAlone as the only nation to not ratify UN Child Rights Convention. @FLOTUS, ask the President to join the world & #SendtheCRC. [CLICK TO TWEET](#) 

The clock is ticking, @POTUS. Take a stand for children! #SendtheCRC & build a #HumanRightsLegacy. PLEASE RETWEET pic.twitter.com/QX8LwABofg [CLICK TO TWEET](#) 

Will the President #SendtheCRC to Senate & build a #HumanRightsLegacy? Clock's ticking, @FLOTUS. PLEASE RETWEET pic.twitter.com/QX8LwABofg [CLICK TO TWEET](#) 



Every president should have a positive legacy. Make children's rights yours, @POTUS. #SendtheCRC 2 Senate. #HumanRightsLegacy PLEASE RETWEET [CLICK TO TWEET](#) 

Every president should have a positive legacy, @FLOTUS. Ask President Obama to make children's rights his. #SendtheCRC #HumanRightsLegacy [CLICK TO TWEET](#) 

Does President #Obama really want to leave office without moving Convention on the Rights of the Child to the Senate? @POTUS #SendtheCRC [CLICK TO TWEET](#) 

Does President #Obama really want to leave office without moving Convention on the Rights of the Child to the Senate? @FLOTUS #SendtheCRC [CLICK TO TWEET](#) 

Does this apply to children? American children? @POTUS, respect their rights & #SendtheCRC to Senate. pic.twitter.com/afYuNJoKOb [CLICK TO TWEET](#) 

Does this apply to children? American children? @FLOTUS, ask the President to respect their rights & #SendtheCRC. pic.twitter.com/afYuNJoKOb [CLICK TO TWEET](#) 



What is the Child Rights Convention? Click infographic. Can we get @POTUS to support it? Ask him to. #SendtheCRC pic.twitter.com/uJleT2z2ax [CLICK TO TWEET](#) 

What is the Child Rights Convention? Click infographic. Will #Obama support it? Ask him to. #SendtheCRC @FLOTUS pic.twitter.com/uJleT2z2ax [CLICK TO TWEET](#) 

