

TOOLKIT
Social Media Blitz
11-15 April 2016



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

KEY MESSAGES FOR YOUTH ADVOCATES

Are you under 18 years old? Do you believe you have rights?

You're not alone! **Almost every country in the world agrees that anyone under 18 has special rights to care and protection**—rights to health, education, and family; rights to be protected from violence, exploitation, and abuse—and **the right to participate in decisions and actions that affect them**. That is because almost every country in the world has ratified the Convention on the Rights of the Child (CRC).

The CRC offers a human rights framework to ensure child well-being. It is based on several “foundation principles”: that children should be free from discrimination; that government policies be based on the best interests of the child; that children ought to be able to grow up with health and dignity; and that children’s views and perspectives are important, and they have a right to be heard.

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.

If you travel to any other country in the world, you are in a country that recognizes children have rights. Why? Because all those countries ratified the Convention on the Rights of the Child. But your own country, **the United States, has not ratified the CRC**. We are a club of one.

To help change that, we need your participation. In order to make progress on the CRC, **we need President Obama to send the CRC to the U.S. Senate** (the next step towards ratification). The President needs to know that America’s youth believe in their rights, and they want him to take action before he leaves office.

For one week in April, April 11 to 15, we want to flood the President’s Twitter account with messages asking him to **#SendtheCRC** to the Senate. You can be part of this effort to demonstrate that American citizens care about children’s rights!

Read on to learn how.

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 your friends 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, too! 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 any of these other hashtags: #RespectMyRights, #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

Snap a *SHARE WHY YOU CARE* "selfie" and tweet it to @POTUS.

1. **Write a message to the President on a sign.** It could be why rights matter to you, *which rights* matter to you, or just the hashtags #RespectMyRights and/or #SendtheCRC. Be creative with your selfie photos and messages. Most of all, have fun!

Sign text examples:

- I have the right to education. #RespectMyRights #SendtheCRC
- #SendtheCRC to the Senate because children's rights matter.
- Children and youth have the right to be heard. Please listen. #SendtheCRC #RespectMyRights

2. **Take a selfie of you holding the sign**, or have a friend snap your photo.

3. **Tweet the selfie** and in the tweet text, include a short message or just the hashtags #RespectMyRights and #SendtheCRC. Be sure to also include the handle @POTUS so your message is directed to the President.

Sample *SHARE WHY YOU CARE* 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.

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, **we do not want to spread news of this Social Media Blitz ahead of time.** Please help us keep it under wraps until 7:00 a.m. EST April 11—launch day—and don’t share this information beyond your organization or club before then.

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

We hope the First Lady will encourage the President to move on the CRC issue, so please direct some tweets to @FLOTUS as well as @POTUS. The tweet sheet contains similar tweets grouped together for @POTUS (in black font) and @FLOTUS (lavender font), and a few tweets tailored specifically for youth to tweet (in blue font). Use whichever tweets you prefer.

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](#) 

Will the President take a stand for the nation's children & youth? For me? #RespectMyRights #SendtheCRC @POTUS pic.twitter.com/QX8LwABofg [CLICK TO TWEET](#) 



Please ask the President to make standing up for Malia & Sasha's rights (and mine) his legacy, @FLOTUS. #SendtheCRC #RespectMyRights [CLICK TO TWEET](#) 

What do I have in common with Malia & Sasha Obama? We all need @POTUS to take a stand for our rights & #SendtheCRC. #RespectMyRights [CLICK TO TWEET](#) 

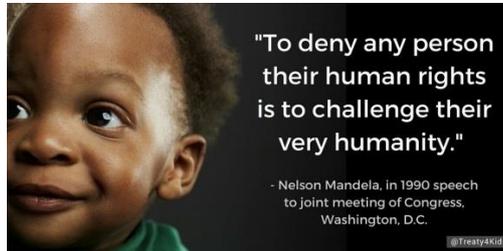
Does President #Obama really want to leave office without moving Convention on the Rights of the Child to the Senate? @POTUS #SendtheCRC [CLICK TO TWEET](#) 

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/afYuNJoK0b [CLICK TO TWEET](#) 

Does this apply to children? American children? @FLOTUS, ask the President to respect their rights & #SendtheCRC. pic.twitter.com/afYuNJoK0b [CLICK TO TWEET](#) 

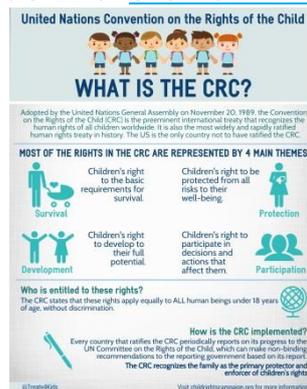
Does this apply to children? American children? @POTUS, please #RespectMyRights & #SendtheCRC to Senate. pic.twitter.com/afYuNJoK0b [CLICK TO TWEET](#) 



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](#) 

How does the Child Rights Convention #RespectMyRights? Click infographic. How can @POTUS do the same? #SendtheCRC. pic.twitter.com/uJleT2z2ax [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](#) 

Every president should have a positive legacy. Make child rights yours, @POTUS. #SendtheCRC #RespectMyRights pic.twitter.com/TYURb2HEq9 [CLICK TO TWEET](#) 

