

2024

International Day of the World's
Indigenous Peoples



Giving
Hope
Today



International Day of the World's Indigenous Peoples

International Day of the World's Indigenous Peoples

Each year, the International Day of the World's Indigenous Peoples is observed on **August 9**. On this day, individuals raise awareness about the importance of protecting the rights of Indigenous Peoples. This day also recognizes the achievements and contributions that the Indigenous population has made to improve the world.

On August 9 we are encouraging our supporters, volunteers and donors to spread the message of protection and promoting the rights of Indigenous Peoples.



Campaign Creatives: Usage Rights



Usage rights

It is important to note that The Salvation Army only has permission to use certain creatives during the campaign period outlined in the toolkit.

Any creatives with the campaign name mentioned and call-to-action to donate should not be used outside of the campaign period.

Every campaign will have specific permissions for each photo.

Permissions to use unedited photos outside of campaign period

- Yes – Source: The Salvation Army in Canada



Campaign Creatives

TIP: When posting photos/images to social media, please ensure they capture the following (and ensure there is a balance between the fun and warm/authentic):

- ✓ Authenticity
- ✓ Teamwork
- ✓ Camaraderie
- ✓ Fun!
- ✓ Warmth



Photo Usage

When using social media, we ask that you exercise good judgement and are respectful of copyright policies.

- Using images/photos helps our brand leverage the power of visual social media
- Don't tell if you can show – wherever possible, use visuals to share your message
- Images = emotion and connection
- Add captions, descriptions and hashtags to images/videos
- People make decisions and take action quicker when prompted by images

Campaign Creatives

In this [link](#) you'll find this year's assets for International Day of the World's Indigenous Peoples.



National Pages

Below are the national social media accounts that will be actively posting.

1. You can **share** our national posts on your local pages
2. Utilize our posts for **inspiration**
3. Make sure you **like, engage** and **comment!**
4. Ensure to **tag** our accounts when you want a bigger reach!



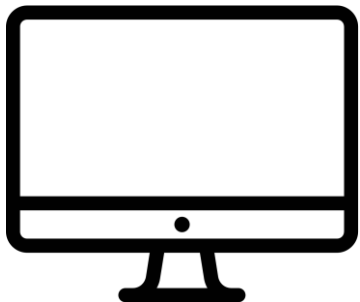
[Facebook.com/SalvationArmy](https://www.facebook.com/SalvationArmy)



[X.com/SalvationArmy](https://www.x.com/SalvationArmy)



[Instagram.com/SalvationArmyCanada](https://www.instagram.com/SalvationArmyCanada)



Key Campaign Dates

Date	What	Action required
August 9, 2024	International Day of the World's Indigenous Peoples	<ul style="list-style-type: none">• Post writing prompts on social with creative



Writing prompts



Writing prompts – August, 9



The United Nations has declared August 9 International Day of the World's Indigenous Peoples. Stand with The Salvation Army in Canada today and every day to learn more about protecting and celebrating the rights of Indigenous Peoples in Canada and around the world.

Check out our resources to help guide your learning journey → [Salvationist.ca/IndigenousMinistries/](https://salvationist.ca/IndigenousMinistries/)
#IndigenousPeoplesDay



Today is International Day of the World's Indigenous Peoples. Join with us to celebrate and stand up for the rights of Indigenous Nations in Canada and around the world. Our collection of resources will help guide your learning journey.
#IndigenousPeoplesDay

Headline: Learn more

Link: <https://salvationist.ca/IndigenousMinistries/>



The United Nations has declared August 9 International Day of the World's Indigenous Peoples. Stand with The Salvation Army in Canada today and every day to learn more about protecting and celebrating the rights of Indigenous Peoples in Canada and around the world.

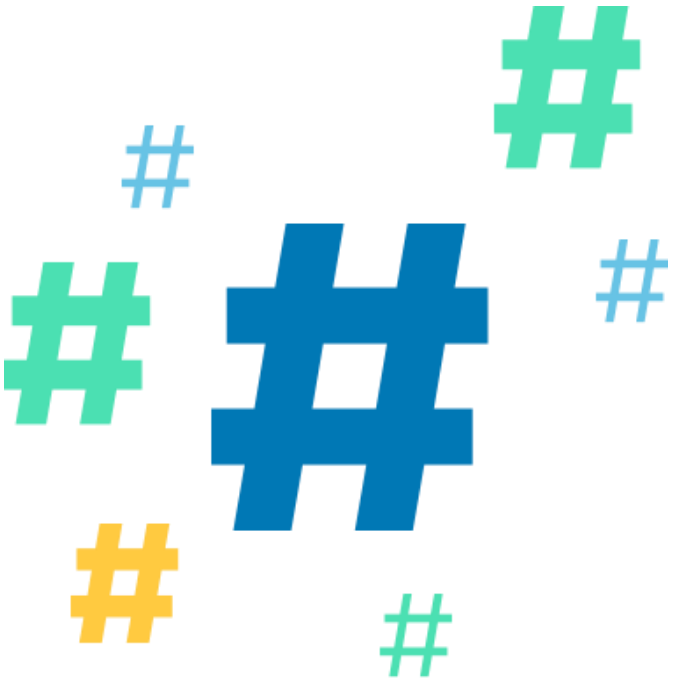
Check out our resources to help guide your learning journey → [Salvationist.ca/IndigenousMinistries/](https://salvationist.ca/IndigenousMinistries/)
#IndigenousPeoplesDay



Suggested creative:



Writing prompts – Appropriate Hashtags



Hashtags are generally leveraged on platforms such as Twitter and Instagram. Below, you will find a list of hashtags to use. Please use them at your discretion.

**Reminder: Do not use your own created hashtags, only leverage hashtags that are relevant or trending.*

Hashtag
#IndigenousPeoplesDay
#GivingHopeToday





Giving
Hope
Today

Thank you!

Additional information

Toolkit inquiries: corey.robert@salvationarmy.ca

2024 Toolkit Calendar:

<https://airtable.com/appDwTtY8kuDTH29v/shr7shRiPNfCWAysM>