

2024

National Indigenous History
Month



Giving
Hope
Today

The Campaign: National Indigenous History Month

National Indigenous History Month

June is National Indigenous History Month in Canada. It is a time for individuals to reflect and learn the history of First Nations, Inuit and Métis people.

June 21 is also known as National Indigenous Peoples Day and this year marks the 28th anniversary of celebrating the heritage and achievements of First Nations, Inuit and Métis people.

This year, we have graphics, videos and an article to be shared. The article will be posted on SalvationArmy.ca on June 11.

Additional Resources

You'll also find an extensive selection of resources, include a French version of this toolkit, on our new Indigenous Ministries website:

www.salvationist.ca/IndigenousMinistries

Reconciliation Video Links:

Video 1: https://youtu.be/Yqo2MH_FWf8

Video 2: <https://youtu.be/AR7tM0Je7Lg>

Video 3: https://youtu.be/-nuVXxj_-3k

Video 4: <https://youtu.be/-Rds2HWOKik>



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

- Photo: Yes – Source: The Salvation Army



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 (in both English and French) for National Indigenous History Month.



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!



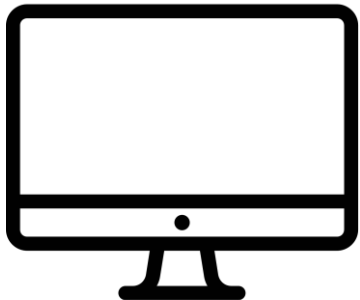
[Facebook.com/SalvationArmy](https://www.facebook.com/SalvationArmy)



[Twitter.com/SalvationArmy](https://twitter.com/SalvationArmy)



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



Key Campaign Dates



Date	What	Action required
June 1, 2024	Start of National Indigenous History Month	<ul style="list-style-type: none">Post graphics and writing prompts across all platforms
June 7, 2024	N/A	<ul style="list-style-type: none">Post graphics and writing prompts across all platforms
June 11, 2024	Article will be posted on SalvationArmy.ca	<ul style="list-style-type: none">Share article across social media channels
June 14, 2024	N/A	<ul style="list-style-type: none">Post graphics and writing prompts across all platforms
June 21, 2024	National Indigenous Peoples Day	<ul style="list-style-type: none">Post graphics and writing prompts across all platforms
June 28, 2024	N/A	<ul style="list-style-type: none">Post graphics and writing prompts across all platforms
June 30, 2024	End of National Indigenous History Month	<ul style="list-style-type: none">N/A



Writing prompts



Writing prompts – June 1



At The Salvation Army in Canada, we believe reconciliation is an opportunity to create real relationships with each other. We hear stories with care and respect, to learn the truth and sit in the tension.

This Indigenous History Month and beyond, will you walk the reconciliation path with us? Healing happens when we walk together.

Learn more at Salvationist.ca/IndigenousMinistries #ReconciliationIs #NIHM24



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Suggested creative:



OR
VIDEO



Writing prompts – June 7



Reconciliation is learning about colonization, language and culture lost, communities without clean drinking water and missing women and girls.

For Indigenous History Month and beyond, gain knowledge with us. Learn more at Salvationist.ca/IndigenousMinistries.



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#ReconciliationIs #NIHM24

Headline: Learn more

Link: Salvationist.ca/IndigenousMinistries



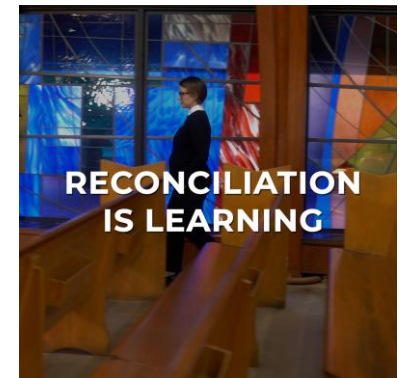
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Suggested creative:



OR
VIDEO



Writing prompts – June 14



The Salvation Army's reconciliation journey is intentional and ongoing. We're engaging with the Truth and Reconciliation Commission's calls to action, observing Indigenous History Month and spreading awareness.

Join us at this year's Celebration of Culture, August 23-25, at Pine Lake Camp in Alberta. Healing happens when we walk together. Register here: Salvationist.ca/IndigenousMinistries
#ReconciliationIs #NIHM24



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Headline: Register now

Link: Salvationist.ca/IndigenousMinistries



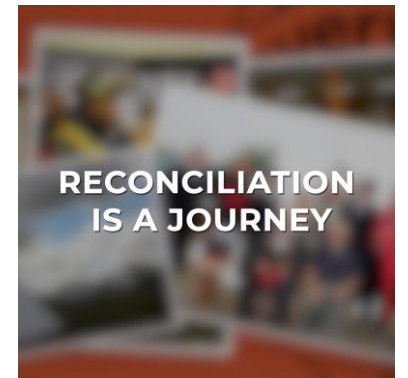
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Suggested creative:



OR
VIDEO



Writing prompts – June 21



June 21 is National Indigenous Peoples Day. Join us today and every day on the reconciliation path, making tomorrow better. Learn about The Salvation Army's work and how you can be a part of it: [Salvationist.ca/IndigenousMinistries](https://salvationist.ca/IndigenousMinistries). #ReconciliationIs #NIHM24



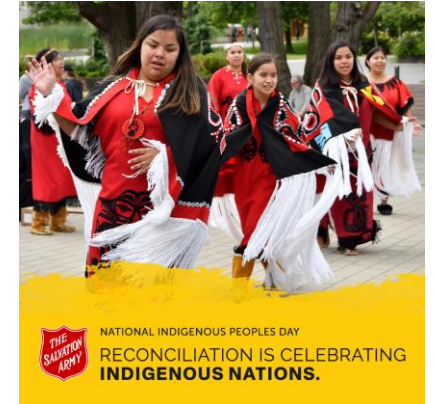
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Suggested creative:



Writing prompts – June 28



As Indigenous History Month comes to a close, our reconciliation journey continues. At The Salvation Army in Canada, we are committed to meeting the needs of every person and transforming communities.

Find out how you can contribute to positive change: [Salvationist.ca/IndigenousMinistries](https://salvationist.ca/IndigenousMinistries)
#ReconciliationIs #NIHM24



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Headline: Find out how you can contribute to positive change
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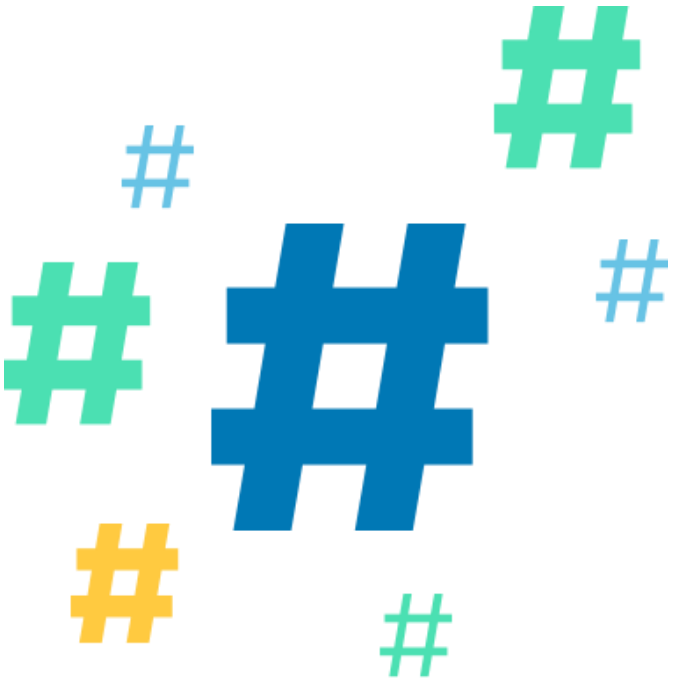
Suggested creative:



OR
VIDEO



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
#NIHM24
#ReconciliationIs





Giving
Hope
Today

Thank you!

Additional Information

Toolkit Inquiries: corey.robert@salvationarmy.ca

2024 Toolkit Calendar:

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