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# **WORLD REFUGEE DAY 2017**

## *Social Media Toolkit*

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# World Refugee Day 2017

World Refugee Day—Tuesday, June 20, 2017—is a key opportunity to focus attention on the global refugee crisis and raise awareness about the issues refugees face.

The stories of refugees from around the world are being profiled at [www.WithRefugees.org](http://www.WithRefugees.org). The featured U.S. story is that of Ekhlal Ahmed, a Sudanese refugee who was resettled in Maine.

USA for UNHCR also continues to support the #WithRefugees campaign. The campaign's primary call to action is a petition which calls on world leaders to make sure:

- Every refugee child gets an education;
- Every refugee family has somewhere safe to live; and
- Every refugee can work or learn new skills.

You can sign the petition and read the featured World Refugee Day stories at [www.WithRefugees.org](http://www.WithRefugees.org).

**Please use this toolkit to show your support for refugees. We've provided messaging and images to help you engage your communities on social media.**

Follow us for all the  
**latest updates!**

**Twitter**

[@UNRefugeeAgency](https://twitter.com/UNRefugeeAgency)

**Facebook**

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

**Instagram**

[@usaforunhcr](https://www.instagram.com/usaforunhcr)

**Blog**

[UNrefugees.org/blog](http://UNrefugees.org/blog)



# Social Media Messages

## *Suggested language to share with links*

### Twitter



- Refugees are people like you, people like me. Get to know a refugee, share their story: <http://bit.ly/2sAra6M> #WithRefugees
- “I try to do things to make it better for the next generation because someone did that for me” #WithRefugees <http://bit.ly/2sAra6M>
- Each day war forces thousands of families to flee their homes. Sign the petition and stand #WithRefugees <http://bit.ly/2rvxliO>
- World Refugee Day events are happening around the United States! Find one near you: <http://bit.ly/2rvxliO> #WithRefugees

**Special note about Twitter:** To increase awareness about World Refugee Day and for the #WithRefugees Campaign, Twitter has generously agreed to activate a hashtag emoji. The emoji will activate by using #WithRefugees, #RefugeeDay and #TeamRefugees. The emoji will be live on June 16, and will be available for 10 days. Please include the #WithRefugees hashtag in all your social media posts about World Refugee Day 2017 and help us raise even more awareness!

### Facebook



- “I’ve lived in Portland, Maine for the past 11 years. When I first came here I felt like a stranger, but I had such amazing teachers and mentors that kept me going and I was able to graduate from high school, graduate college, and now in graduate school I give back to the community of Portland.”– Ekhlās, 27, Sudanese refugee now living in Portland, ME <http://bit.ly/2sAra6M> #WithRefugees
- Refugees are ordinary people living through extraordinary times. They are students, scientists, grandmothers, NGO workers, business owners. Get to know these remarkable individuals and share their stories with your friends and family this World Refugee Day. <http://bit.ly/2rvxliO> #WithRefugees
- On World Refugee Day, add your name to the #WithRefugees petition to send a clear message to governments that they must act with solidarity and shared responsibility. We stand together #WithRefugees. Please stand with us. <http://bit.ly/2rvxliO>

# Images to share on Facebook and Twitter

[YOUR ORGANIZATION NAME] stands #WithRefugees. Please stand with us. Sign the petition: <http://bit.ly/2rvxliO>



[YOUR ORGANIZATION NAME] stands #WithRefugees like Ekhlas. Please stand with her & share her story: <http://bit.ly/2rvxliO>



[YOUR ORGANIZATION NAME] stands #WithRefugees. Please stand with us. Sign the petition: <http://bit.ly/2rvxliO>



We stand in solidarity #WithRefugees. Show your support, sign the petition on World Refugee Day! <http://bit.ly/2rvxliO>



To share, right click on the image and save as a JPEG file. Then upload to Facebook or Twitter. Or you can also simply copy and paste the images directly into Twitter and Facebook.

# Images to Share on Instagram



“Coming to the U.S. I never spoke a word in English. Now I’m able to not just speak that language, but also to teach that language.” – Ekhlas, 27, Sudanese refugee now living in Portland, ME #WithRefugees #WorldRefugeeDay



On #WorldRefugeeDay, add your name to the #WithRefugees petition to send a clear message to governments that they must act with solidarity and shared responsibility. We stand together #WithRefugees. Please stand with us. [www.withrefugees.org](http://www.withrefugees.org)

To share, right click on the image and save as a JPEG file. Then upload to Instagram.

# Watch out for more!

Make sure to follow @UNRefugeeAgency on Twitter for the latest updates for all news and events happening on World Refugee Day.



An evening with  
**THAO**  
(of the Get Down Stay Down)

**LIVE IN CONCERT**

To commemorate  
**World Refugee Day**

June 20 • 6-7 pm  
The Kennedy Center  
Millennium Stage  
Washington, DC

Free and open to the public

#WithRefugees  
www.withrefugees.org

 **UNHCR**  
The UN Refugee Agency

 **Millennium Stage**

Free parking is not provided for free performances at the Kennedy Center

Dozens of events will take place around the United States on and around June 20<sup>th</sup> to coincide with World Refugee Day – including a special performance by Thao (of the Get Down Stay Down) at The Kennedy Center’s Millennium Stage in Washington, D.C.

When: Tuesday, June 20, 2017 from 6:00 – 7:00pm

Where: The Kennedy Center Millennium Stage,  
Washington, DC

**Free and open to the public.**

Learn more about events around the U.S.: <http://bit.ly/1dwCCVJ>

Thank you for standing #WithRefugees!

Questions: Please contact Nic Feeney: [nfeeney@usaforunhcr.org](mailto:nfeeney@usaforunhcr.org)