



WE Schools Social Media Toolkit

Hello,

Thank you for your service in taking part in our WE Schools program! Your local and global actions are a shining example of what we can achieve when we work together to make a difference. As an organization, WE is committed to making doing good doable, and we carry this mission into the classroom. We are so grateful for your commitment to making a difference in your communities and around the world!

Enclosed here is a social media toolkit for the WE Scare Hunger campaign. As you begin participating in the campaign, these social media assets are ready-made for you to communicate to your network on social media the cause that you are taking action on.

The paragraphs enclosed are suggested copy, but you may feel free to use the images and write your own posts to reflect how you connect yourself with the cause.

We are excited to have you participate in the cause on social media, and we can't wait to engage in your conversations! If/when you post on social media, make sure you do the following so that we can support your efforts:

Tag us on social media:

- Tag **@WEmovement** in your Instagram images
- Tag **@WEmovement** in your tweets
- Tag WE on Facebook by typing **@WEmovement** in your post

Official hashtag:

#WEscareHunger

Campaign sponsor:

Ford Canada (@FordCanada)



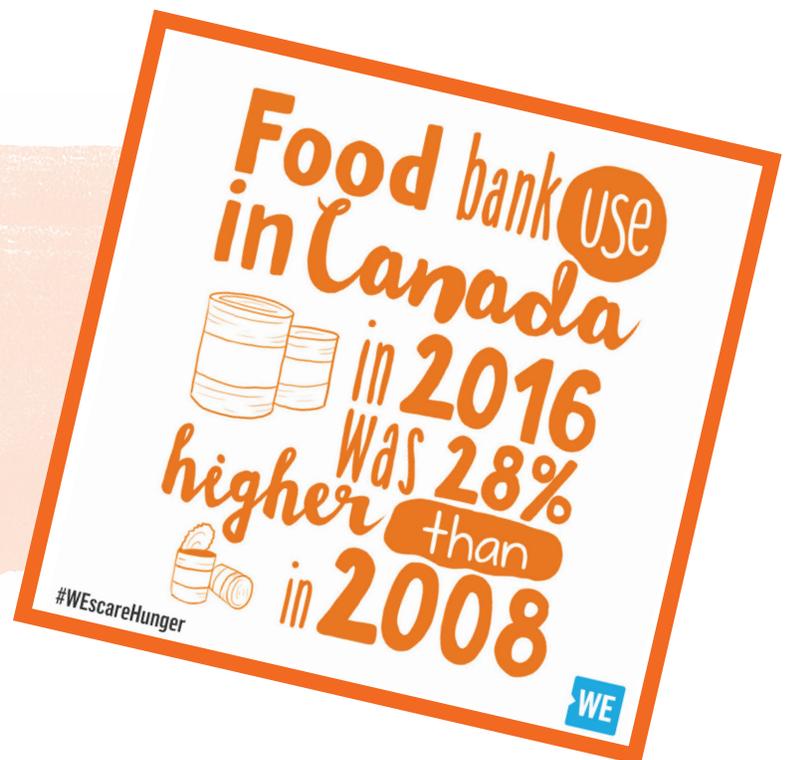


Together with @WEmovement and @FordCanada, my school is going to show hunger who's boss! Support our school's food drive. #WEscareHunger

- LINK: <http://bit.ly/2faFDIA>
- TAG: @WEmovement

With such need comes the call to action! My school is ready to take on hunger, and you can join the fight! Join @WEmovement and @FordCanada in supporting our school's food drive #WEscareHunger

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- TAG: @WEmovement



WE

Secure

Hunger

#WEscareHunger



Food bank use in Canada



in 2016
was 28%

higher than



in 2008