



SOCIAL MEDIA TOOLKIT

First Nations Language Education and Revitalization

September 2020

Languages and
Culture Sector



Secteur des langues
et de la culture



Help spread the word

The Assembly of First Nations is working to spread the word about the importance of First Nations language education and revitalization, and has put together a guide for individuals, First Nations, language experts and language entities (organizations) looking to start, or already involved in, Indigenous-led language revitalization activities.

This toolkit is designed to help you share this information with your networks, and talk about the importance of revitalizing First Nations languages.

Language Revitalization and the Indigenous Languages Act

The purpose of the Indigenous Languages Act is to enable the exercise of Indigenous language rights by creating legal assurance for adequate, sustainable, and long-term funding and support for Indigenous-led initiatives to reclaim, revitalize, maintain, and strengthen Indigenous languages.





Sample social media posts

We're looking for supporters to help spread the message that First Nations languages are invaluable, and require urgent action to ensure their protection. Consider using the hashtag **#SpeakYourLanguage** to help identify your post with AFN's advocacy efforts.

- Currently all First Nations languages in Canada are in danger of disappearing if they are not protected. First Nations need long-term, predictable and sustainable funding for language revitalization efforts.
- All First Nations languages are at risk and need protection now. The federal government must fully implement the Indigenous Languages Act with long-term, predictable and sustainable funding.
- The Indigenous Languages Act builds on a legacy of advocacy by First Nations, and creates a strong foundation for the protection of First Nations languages. Sustainable funding for language revitalization must be prioritized.
- Protecting and revitalizing your language is a big task, but help is available. Learn more about The Indigenous Languages Act, and the supports that will be made available to First Nations through the Act www.afn.ca/policy-sectors/languages-and-culture/
- Language revitalization is multifaceted. Whether it is spending time with First Nations Elders, learning in your home, or learning on the land, language education happens in more places than just the classroom.

For Instagram, consider using relevant and popular hashtags, for example, **#FirstNations, #Indigenous, #IndigenousLanguages, #IndigenousPride.**

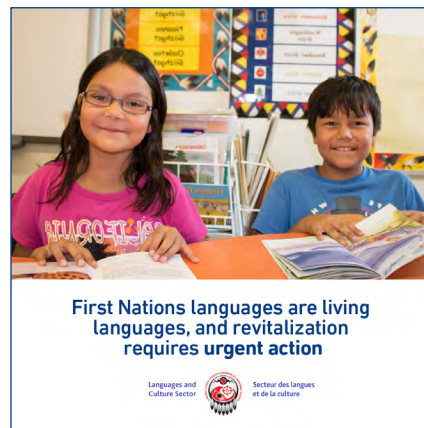
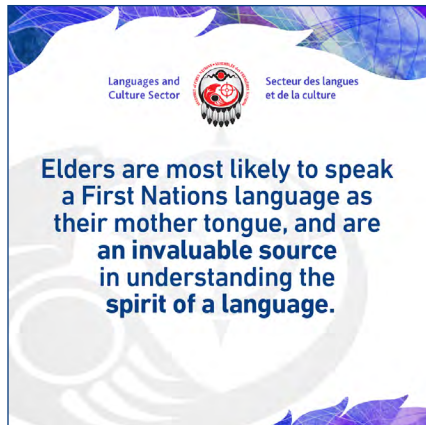
Consider using Instagram Stories as well. For step-by-step instructions on using stories, refer to Instagram's help centre.

Here are some additional tips to make your message stand out:

- Consider using a font such as **'strong'**
- Consider using a filter such as **'arcata'** or **'oslo'** filters
- Mention and hashtag as much as possible, keeping it small but clickable
- Avoid placing hashtags and mentions on left and right sides, where someone would tap to go to the next photo

Languages imagery and shareables

Use our social media images to share why protecting First Nations languages is important to you, and help spread the word and share information about The Indigenous Languages Act. You can download a series of shareables directly to social media platforms here.



[DOWNLOAD](#)