

Proud To Protect

# ICWA SOCIAL MEDIA TOOLKIT

JANUARY 2020

**PROTECT  
ICWA  
CAMPAIGN**

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# SOCIAL MEDIA CAMPAIGN TOOLKIT **INTRO**

The "I am [#ProudtoProtectICWA](#) because..." campaign was established by the Protect ICWA Campaign (the Campaign) - a joint effort by the National Indian Child Welfare Association, National Congress of American Indians, Association on American Indian Affairs, and the Native American Rights Fund to inform policy, legal, and communications strategies with the mission to uphold and protect the Indian Child Welfare Act (ICWA).

First launched on March 13, 2019, the [#ProudtoProtectICWA](#) hashtag was a catalyst to creating a broad conversation online about ICWA through the [#ProudtoProtectICWA](#) Tweet Chat.

The Campaign is excited to launch the next iteration of the [#ProudtoProtectICWA](#) campaign through a number of tools, recommendations, downloadable images and posters, and tips provided in the toolkit below!

**"I AM PROUD TO  
PROTECT ICWA  
BECAUSE..."**



## ABOUT THE INDIAN CHILD WELFARE ACT

The Indian Child Welfare Act (ICWA) is a long-standing federal law protecting the well-being of Native children by upholding family integrity and stability within their community. Opposing ICWA ignores the long-standing government-to-government relationship between tribal nations and the federal government. Tribal nations, tribal organizations, and non-tribal partners are taking action to protect ICWA and end the threat of forced removal of Native children from their families, tribes, and communities.

Learn more about ICWA at [www.nicwa.org/about-icwa/](http://www.nicwa.org/about-icwa/).

"I AM PROUD TO PROTECT ICWA BECAUSE..."

# #PROUDTOPROTECTICWA DAY OF ACTION

CLICK ON IMAGES TO DOWNLOAD FOR SOCIAL MEDIA POSTS



**HASHTAGS:** #ICWA #NativeChildren #ProudtoProtectICWA

## DRAFT MESSAGES

- ICWA is a constitutional federal law acknowledging the political status of tribal nations as governments to protect our Native children, families, & citizens. #ProudtoProtectICWA
- Who supports #ICWA? 486 Tribal Nations. 59 Native Organizations. 26 States. 77 Members of Congress. And me. #ProudtoProtectICWA #NativeChildren #NativeFamilies
- [Organization name] is #ProudtoProtectICWA because...#ICWA is a result of the forced removal of one out of every three #NativeChildren from their homes in the late 1970s. This is far from ancient history.
- I am #ProudtoProtectICWA because...it reaffirms the inherent right of tribal nations to protect, safeguard, and secure our #NativeChildren and #NativeFamilies.
- Why the Indian Child Welfare Act? To advocate for the best interest of #NativeChildren & #NativeFamilies. #ProudtoProtectICWA

**"I AM PROUD TO  
PROTECT ICWA  
BECAUSE..."**

# CREATE YOUR OWN

WANT TO CREATE YOUR OWN VIDEOS & SOCIAL MEDIA IMAGES?

Free online programs for easy drag, drop, download, and share custom social media graphics and images.

(Click logos for more information)



Easy to use online video software for social media and video publishing  
(Click logos for more information)

QUESTIONS? CONTACT THE PROTECT ICWA CAMPAIGN PARTNERS:

National Indian Child Welfare Association | [www.nicwa.org](http://www.nicwa.org)

National Congress of American Indians | [www.ncai.org](http://www.ncai.org)

Association on American Indian Affairs | [www.indian-affairs.org](http://www.indian-affairs.org)

Native American Rights Fund | [www.narf.org](http://www.narf.org)

