

# Social Media Toolkit

#ICWA  
FOR  
FAMILIES  
CAMPAIGN

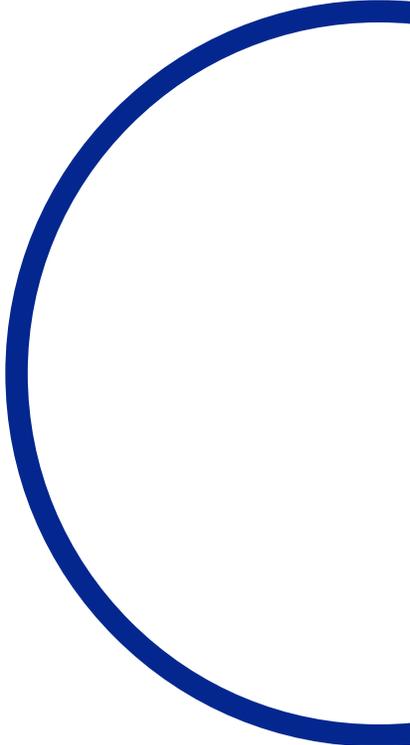
November 2020

**PROTECT  
ICWA  
CAMPAIGN**



# SOCIAL MEDIA CAMPAIGN

## Toolkit Introduction



In celebration of Native American Heritage Month, show your support for the Indian Child Welfare Act (ICWA) and participate in the [#ICWAFforFamilies](#) social media campaign from Monday, November 16, to Thursday, November 19.

The Indian Child Welfare Act (ICWA) is a long-standing federal law protecting the well-being of American Indian and Alaska Native children by upholding family integrity and stability within their community.

[#ICWAFforFamilies](#) is hosted by the [National Indian Child Welfare Association \(NICWA\)](#), the [National Congress of American Indians \(NCAI\)](#), the [Association on American Indian Affairs \(AAIA\)](#), and the [Native American Rights Fund \(NARF\)](#). Together, these four national organizations form the Protect ICWA Campaign, a campaign that works to serve and support American Indian and Alaska Native children, youth, and families through upholding the Indian Child Welfare Act.

# DOWNLOAD POSTS

DID YOU KNOW?

**ICWA lessens trauma.**

Children are best served by preserving as many connections with their birth and extended family and community as possible. ICWA's active efforts supports children, families, and communities.



Did You Know?  
ICWA's active efforts lessens trauma and supports children, families, and communities.  
#ICWAforFamilies



DID YOU KNOW?

**ICWA is based on citizenship.**

Citizenship is a political classification. Tribes have the authority to determine their citizenship requirements, which vary from tribe to tribe. Tribes are critical in ensuring the well-being of their citizen children and families.



Did You Know?  
ICWA is based on citizenship.  
#ICWAforFamilies



DID YOU KNOW?

**ICWA is necessary for families.**

American Indian and Alaska Native children are still overrepresented in state child welfare foster care systems, sometimes at rates as high as 12x their proportion of the population.



Did You Know?  
American Indian and Alaska Native children are still overrepresented in state child welfare foster care systems.  
#ICWAforFamilies



## HASHTAGS

#ICWAforFamilies #ProudtoProtectICWA

## MONDAY, NOVEMBER 16, 10 AM PST

- Children are best served by preserving as many connections with their birth and extended family and community as possible. ICWA lessens trauma from unnecessary removal by requiring active efforts to support and keep families together. #ICWAforFamilies

## TUESDAY, NOVEMBER 17, 10 AM PST

- ICWA is based on citizenship. Citizenship is a political classification. Tribes have the authority to determine their citizenship requirements, which vary from tribe to tribe. Tribes are critical in ensuring the well-being of their citizen children and families. #ICWAforFamilies

WEDNESDAY, NOVEMBER 18, 10 AM PST

- Did you know? American Indian and Alaska Native children are still overrepresented in foster care, at times as high as 12x their proportion of the population. ICWA's corrective measures are necessary to counteract systemic and individual bias in child welfare. #ICWAforFamilies

# #ICWAForFamilies TWEET CHAT

Join NICWA on Twitter, @NativeChildren, for an hour-long tweet chat to finish our ICWA advocacy strong.

Starting at 10 am PST, answer a new question every fifteen minutes of the hour. Tweet your response with "A1" for "Q1," and "A2" for "Q2," etc.

THURSDAY, NOVEMBER 19, 10 AM PST

- Question 1 (Q1): How does ICWA protect American Indian and Alaska Native children and families?
- Question 2 (Q2): #NativeFamilies: how has ICWA impacted you, your family, or your community?
- Question 3 (Q3): November is Native American Heritage Month. Why is it important for people to learn ICWA's protections this #NAHM?
- Question 4 (Q4): Why is connection with family, community, and culture important for American Indian and Alaska Native children?

# 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)



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