



National Action Plan on VAW/GBV: Social Media Toolkit

Sample Facebook/Instagram Post

What will it take to end violence against women and gender-based violence in Canada? It will take the federal government leading the way with bold, ambitious, intersectional investments. We're calling for an investment of \$680 million in Federal Budget 2021, being unveiled on April 19, as Canada begins to develop its National Action Plan on VAW and GBV. Learn more: <https://endvaw.ca/nap-on-vaw>

Sample Tweets

*** Please use #NAPonVAW and #Budget2021 in every tweet if possible**

Other hashtags: #cdnpoli #canpoli #canfem #NAPonGBV #endVAW

#WhatWillItTake to #endVAW in Canada? It will take the federal government leading the way with bold, ambitious, intersectional investments. We're calling for a \$680M investment in #Budget2021 to support a #NAPonVAW. <https://endvaw.ca/nap-on-vaw>

#WhatWillItTake to #endVAW in Canada? Investment of \$400M in #Budget2021 for ongoing, long-term operational funding to women-serving agencies and equity-seeking orgs. <https://endvaw.ca/nap-on-vaw> #NAPonVAW #cdnpoli #canfem

Violence against women #VAW doesn't stop. In fact, it's escalating. #WhatWillItTake to #endVAW in Canada? Investment in a #NAPonVAW in #Budget2021. <https://endvaw.ca/nap-on-vaw> #cdnpoli

Gender-based violence doesn't stop. The pandemic has only exacerbated the situation for those who experience inequality. #WhatWillItTake? \$250M in #Budget2021 earmarked for ongoing emergency #COVID19 relief related to #GBV. <https://endvaw.ca/nap-on-vaw> #NAPonVAW #cdnpoli

Intimate partner violence #IPV doesn't stop. 8 in 10 incidents are against women and girls. #WhatWillItTake to #endVAW in Canada? Investment in a #NAPonVAW in #Budget2021. <https://endvaw.ca/nap-on-vaw> #cdnpoli

6.3M women & girls will experience sexual or intimate partner violence in her lifetime. #WhatWillItTake to create a violence-free Canada? Investment in a #NAPonVAW. Tell your MP to help make escalating #GBV a central consideration in #Budget2021. <https://endvaw.ca/nap-on-vaw> #cdnpoli

#WhatWillItTake to create a violence-free Canada? Investment: billions, not millions. Endurance: a long-term, strategic #NAPonVAW. Ambition: a made-in-Canada response. [www.endvaw.ca/nap-on-vaw](https://endvaw.ca/nap-on-vaw) #Budget2021 #cdnpoli #canfem

Minister @caFreeland: #WhatWillItTake to create a violence-free Canada? Make good on election platform promises of \$30M to develop a #NAPonVAW. [www.endvaw.ca/nap-on-vaw](https://endvaw.ca/nap-on-vaw) #Budget2021 #cdnpoli

PM @JustinTrudeau: #WhatWillItTake for you to make good on election promises of \$30M to develop a #NAPonVAW? Make escalating gender-based violence (#GBV) a central consideration in #Budget2021!
www.endvaw.ca/nap-on-vaw #cdnpoli

Finance critics @MPJulian & @HonEdFast: #WhatWillItTake to create a violence-free Canada? Help us make escalating gender-based violence (#GBV) a central consideration in #Budget2021! www.endvaw.ca/nap-on-vaw #NAPonVAW

Health critics @DonDavies & @MichelleRempel: 6.3M women & girls in Canada will experience sexual violence/intimate partner violence in her lifetime. #WhatWillItTake? Investment. Help us make escalating #GBV a central consideration in #Budget2021. <https://endvaw.ca/nap-on-vaw> #NAPonVAW

Public Safety critics @JackHarrisNDP & @ShannonStubbsMP: A woman or girl is killed every 2.5 days in Canada. #WhatWillItTake? Investment. Help us make escalating #GBV a central consideration in #Budget2021.
<https://endvaw.ca/nap-on-vaw> #NAPonVAW

Key Politicians' Twitter Handles

Liberal Party				
Position / Cabinet	Name	Personal	Department (EN)	Department (FR)
	Liberal Party		@liberal_party	@parti_liberal
National Director – Liberal Party	Azam Ishmael	@AzamIshmael		
Prime Minister	Justin Trudeau	@justintrudeau	@CanadianPM	@PMcanadien
Deputy Prime Minister and Minister of Finance	Chrystia Freeland	@cafreeland	@DeputyPM_Canada , @FinanceCanada	@VicePMduCanada , @FinancesCanada
Minister of Justice & Attorney General of Canada.	David Lametti	@DavidLametti	@MinJusticeEn , @JusticeCanadaEn	@MinJusticeFR , @JusticeCanadaFR
President of the Queen's Privy Council and Minister of Intergovernmental Affairs	Dominic Leblanc	@DLeBlancNB	@MinIntergovCA , @PrivyCouncilCA	@MinIntergouvCA , @ConseilPriveCA
Minister of Crown-Indigenous Relations	Carolyn Bennett	@Carolyn_Bennett	@CrownIndigenous	@CouronneAutoch
Minister for Women and Gender Equality	Maryam Monsef	@MaryamMonsef	@Women_Canada	@Femmes_Canada

and Rural Economic Development				
Minister of Employment, Workforce Dev. & Disability Inclusion	Carla Qualtrough	@CQualtro	@ESDC_GC	@EDSC_GC
Minister of Health	Patty Hajdu	@PattyHajdu	@CDNMinHealth	@MinSanteCAN
Minister of Diversity and Inclusion and Youth	Bardish Chagger	@BardishKW	@CdnHeritage	@Patrimoinecdn
Minister of Families, Children and Social Development	Ahmed Hussen	@HonAhmedHussen	@ESDC_GC	@EDSC_GC
Minister of Public Safety and Emergency Preparedness	Bill Blair	@BillBlair	@Safety_Canada	@Securite_Canada
Minister of Indigenous Services	Marc Miller	@MarcMillerVM	@Min_IndServ , @GCIndigenous	@Min_ServAutoch , @GCAutochtones
Minister of Seniors	Deb Schulte	@_DebSchulte		
Minister of Northern Affairs	Dan Vandal	@stbstvdan	@Min_Northern , @GovCanNorth	@Min_DuNord , @GouvCanNord
Minister of Labour	Filomena Tassi	@FilomenaTassi	@ESDC_GC	@EDSC_GC
Minister of Immigration, Refugees and Citizenship Canada	Marco Mendicino	@marcomendicino	@CitImmCanada	@CitImmCanFR

New Democratic Party

Shadow Cabinet Positions	Name	Personal	Department (EN)	Department (FR)
	New Democratic Party		@NDP	@NPD_QG
National Director	Anne Mcgrath	@NDPAAnne		
Critic for Crown-Indigenous Relations, Indigenous Services,	Jagmeet Singh	@theJagmeetSingh		

Intergovernmental Affairs				
WAGE, Diversity and Inclusion and Youth Critic	Lindsay Mathysen	@LMathys		
Finance Critic	Peter Julian	@MPJulian		
Defence Critic, Justice Critic	Randall Garrison	@r_garrison		
Health Critic	Don Davies	@DonDavies		
Democratic Reform, Employment, Workforce Development and Disability Inclusion	Daniel Blaikie	@Daniel_Blaikie		
Labour, Pensions, Seniors, Deputy Critic for Veterans	Scott Duvall	@sduvall07		
Critic for Ethics, Federal Economic Development Initiative for Northern Ontario, Indigenous Youth, Income Inequality and Affordability, Deputy Critic for Labour	Charlie Angus	@CharlieAngusNDP		
Critic for Canadian Northern Economic Development Agency, Northern Affairs, Deputy Critic for Natural Resources	Mumilaaq Qaqqaq	@MumilaaqQaqqaq		
Critic for Atlantic Canada Opportunities Agency, Foreign Affairs, Public Safety and Emergency	Jack Harris	@JackHarrisNDP		

Preparedness, Deputy Critic for Defence				
Critic for Housing, Immigration, Refugees and Citizenship, Deputy Critic for Health	Jenny Kwan	@JennyKwanBC		
Conservative Party of Canada				
Shadow Cabinet Positions	Name	Personal	Department (EN)	Department (FR)
	Conservative Party		@CPC HQ	@PCC HQ
Women and Gender Equality Critic	Jagdeep Sahota	@votesahota		
Finance Critic	Ed Fast	@HonEdFast		
Justice and the Attorney General Critic	Rob Moore	@RobMoore CPC		
Health Critic	Michelle Rempel Garner	@MichelleRempel		
Crown-Indigenous Relations Critic	Jamie Schmale	@Jamie_Schmale		
Indigenous Services Critic	Gary Vidal	@GaryAVidal		
Workforce Development and Disability Inclusion Critic	Raquel Dancho	@RaquelDancho		
Diversity and Inclusion and Youth Critic	Kenny Chiu	@RmdKenny		
Families, Children and Social Development Critic	Corey Tochor	@ctochor		
Labour Critic	Mark Strahl	@markstrahl		
Seniors Critic	Rosemarie Falk	@rosemarie_falk		

International Development & Human Rights Critic	Garnett Genuis	@GarnettGenuis		
Northern Affairs & Federal Economic Development Initiative for Northern Ontario Critic	Eric Melillo	@Eric_Melillo		
Public Safety and Emergency Preparedness Critic	Shannon Stubbs	@ShannonStubbsMP		
Immigration, Refugees and Citizenship Critic	Jasraj Singh Hallan	@jasrajshallan		
Green Party				
	Name	Personal	Department (EN)	Department (FR)
	Green party		@CanadianGreens	@LesVertsCanada
	Elizabeth May	@ElizabethMay		
	Paul Manly	@paulmanly		
	Jenica Atwin	@JenicaAtwin		
	Annamie Paul	@AnnamiePaul		