

#WelcomingEconomy for Refugees 2023

Campaign Toolkit

This toolkit is a collection of key messages, drafts, and templates designed to assist #WelcomingEconomy for Refugees campaign partners and stakeholders in promoting campaign messages. This toolkit includes:

- Target Audiences
- Key Messaging
- Draft Social Media Posts
- Digital Assets

All these assets are meant to support your organization's communications. Please edit and adapt this kit to align with your own brand's tone and voice.

Target Audiences

Canadian employers, including:

Primary:

- Canadian employers: private, public and non-profit
- Business leaders, including entrepreneurs
- Small business owners
- Medium-sized business owners
- HR professionals
- DEI specialists

Secondary:

- Immigrant-serving organizations
- Employment agencies
- Workforce development and planning professionals

Key Messaging

Goal

- Primary: Connect with Canadian employers that are seeking to hire refugee talent.
- Secondary: Inform about the economic and social benefits for businesses that hire refugees.

Messaging & Proof Points

- Refugees have skills, experience and competencies that contribute greatly to Canada's workforce.
- Canada faces a long-term talent shortage as the country's birth rate remains low and millions are retiring out of the workforce every year. In the face of over 1 million job vacancies, refugees are critical to population and economic growth.
- Immigration—which includes refugees—is expected to account for 100% of net labour force growth in the coming years.
- Almost half of all newly arrived refugees (2011-2016 Census) live in smaller cities and towns, filling critical talent and labour gaps.¹
- Businesses that hire refugee talent are:²
 - More innovative and resilient
 - Better able to meet the needs of and expand to diverse consumers
 - More likely to expand into global markets

About the Refugee Jobs Agenda Roundtable:

- The campaign has been launched by a coalition of organizations and coordinated by the Refugee Jobs Agenda Roundtable. This year is the second edition.
- Co-Chaired by Senator Ratna Omidvar, Rashmi Vohra, TD Bank, and Jim Estill, Danby Appliances, the Roundtable brings together over 150 members to plan and execute practical, employment-focused initiatives to support the connection of refugees to employment opportunities.

Drafts: Social Media Posts

¹ <https://www.unhcr.ca/in-canada/refugees-in-canada/>

² https://www.tent.org/wp-content/uploads/2021/09/Tent-Open-RefugeesWork_VFINAL-singlepages.pdf

Scheduled posts

Date	Time	Twitter	LinkedIn/Facebook
June 1 (Refugee Awareness Month)	12 noon EDT	Immigration—which includes refugees—is expected to account for 100% of Canada’s net labour force growth in the coming years. #WelcomingEconomy for Refugee communication campaign informs businesses about the economic & social benefits of hiring refugees. Read the blog (link to blog)	Immigration—which includes refugees—is expected to account for 100% of Canada’s net labour force growth in the coming years. #WelcomingEconomy for Refugees communication campaign informs businesses about the economic and social benefits of hiring refugees. Read our blog to learn more about it: (link to blog)
June 5	12 noon EDT	In the coming weeks we'll be sharing refugee hiring success story videos. #WelcomingEconomy 1/2 After fleeing Afghanistan, Mirhussain Walizada arrived in Canada in April 2022. He was referred to East West College by a service provider in Calgary. He now works as the College's Senior Educational Administrator. Learn more about Mir Hussain's journey: 2/2	In the coming weeks we'll be sharing refugee hiring success story videos as a part of our #WelcomingEconomy campaign. After fleeing Afghanistan, Mirhussain Walizada arrived in Canada in April 2022. He was referred to East West College by a service provider in Calgary. His employer was impressed by his international background in education and offered him a position as the College’s Senior Educational Administrator. Learn more about Mir Hussain's journey: (video 1) Want to hire talented refugees like Mirhussain? Visit https://www.welcomingeconomy.ca to learn how.
June 8	12 noon EDT	Refugees have skills, experience and competencies that contribute greatly to Canada’s workforce. #WelcomingEconomy for Refugees connects Canadian employers that are seeking to hire refugee talent. Read our blog to learn more about the campaign	Refugees have skills, experience and competencies that contribute greatly to Canada’s workforce. #WelcomingEconomy for Refugees connects Canadian employers that are seeking to hire refugee talent. Read our blog to learn more about the campaign

June 12	12 noon EDT	<p>[Partner Name] promotes Refugee Awareness Month, an occasion to raise awareness about universal human rights and the right to freedom for over 84m refugees & displaced individuals worldwide. As part of the #WelcomingEconomy for Refugees communications campaign, we release our second video: 1/2</p> <p>In this #WelcomingEconomy video, we tell Tooba Shahsawar's story – She arrived in Canada from Afghanistan in 2018. She was so impressed by @cibc's customer service that she decided to apply there. After pursuing her dream, she was hired & has since been promoted twice in her first year: 2/2</p>	<p>[Partner Campaign Name] promotes Refugee Awareness Month, an occasion to raise awareness about universal human rights and the right to freedom for more than 84 million refugees and displaced individuals worldwide. As a part of the #WelcomingEconomy for Refugees communications campaign, we release our second video today.</p> <p>In this new video from #WelcomingEconomy, we tell Tooba Shahsawar's story – She fled Afghanistan and arrived in Canada in 2018. While attempting to open her first bank account in the country, she was so impressed by how welcoming she was treated at @CIBC, she decided that she wanted to work there. After some time pursuing her dream, she was eventually hired and has since been promoted twice after only her first year.</p> <p>Want to hire talented refugees like Tooba? Visit https://www.welcomingeconomy.ca to learn how.</p>
June 14	12 noon EDT	<p>[Partner Name] supports #WelcomingEconomy for Refugees, a campaign focused on encouraging businesses to hire #refugeetalent. Have a look at Mirhussain Walizada's story and learn how as a refugee from Afghanistan he successfully secured a job in his field</p>	<p>[Campaign partner Name] supports #WelcomingEconomy for Refugees, a campaign focused on encouraging businesses to hire #refugeetalent. Have a look at Mirhussain Walizada's story and learn how as a refugee from Afghanistan he successfully secured a job in his field (video 1). Want to hire talented refugees like Mirhussain? Visit https://www.welcomingeconomy.ca to learn how.</p>
June 20 (World Refugee Day)	12 noon EDT	<p>As we celebrate #WorldRefugeeDay, we release another video highlighting a refugee's remarkable professional journey. 1/2</p>	<p>As we celebrate #WorldRefugeeDay, we release another video highlighting a refugee's remarkable professional journey.</p>

		<p>Meet Ali Tartoussi, a Syrian living in Lebanon before moving to Canada in 2020. Just one month after landing in Canada, he was able to quickly secure an interview at Ford Motor Company of Canada, Limited and started working as Production Process Coach at their Oakville Assembly Complex:</p>	<p>Meet Ali Tartoussi, a Syrian living in Lebanon before moving to Canada in 2020. Just one month after landing in Canada, he was able to quickly secure an interview at Ford Motor Company of Canada, Limited and started working as Production Process Coach at their Oakville Assembly Complex: (video 2)</p> <p>Want to hire talented refugees like Ali? Visit https://www.welcomingeconomy.ca to learn how.</p>
June 23	12 noon EDT	<p>Two-time refugee Tooba arrived in Canada in 2018 with only \$200. She has since landed a job with @CIBC and was recently treated to a trip to Mexico for being one of CIBC's most distinguished employees</p> <p>#WelcomingEconomy</p>	<p>Two-time refugee Tooba arrived in Canada in 2018 with only \$200. She has since landed a job with @CIBC and was recently treated to a trip to Mexico for being one of CIBC's most distinguished employees: Video 3</p> <p>Want to hire talented refugees like Tooba? Visit https://www.welcomingeconomy.ca to learn how.</p> <p>#WelcomingEconomy</p>
June 27	12 noon EDT	<p>As a part of our #WelcomingEconomy refugee spotlight, today we share Ali Tartoussi's story. He applied as a privately sponsored refugee to Canada and received approval 6 years later. When he arrived in Canada in September 2020, he immediately secured an interview at @FordCanada:</p>	<p>As a part of our #WelcomingEconomy refugee spotlight, today we share Ali Tartoussi's story. He applied as a privately sponsored refugee to Canada and received approval 6 years later. When he arrived in Canada in September 2020, he immediately secured an interview at Ford Motor Company of Canada, Limited: Video 2</p> <p>Want to hire talented refugees like Ali? Visit https://www.welcomingeconomy.ca to learn how.</p>

June 29 (End of campaign)	12 noon EDT	As Refugee Awareness Month ends, we would like to thank all our campaign partners of #WelcomingEconomy 2023. Here's a look at our video campaign highlighting refugee success in workplaces: link to YouTube video playlist (tag partners)	As the Refugee Awareness Month ends, we would like to thank all our campaign partners of #WelcomingEconomy 2023. Here's a look at our video campaign highlighting refugee success in workplaces: link to YouTube video playlist (tag partners)
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Notes

- Call to Action: Invite employers to visit the campaign page (welcomingeconomy.ca) and connect with the Roundtable to participate in upcoming hiring events and other employment-focused initiatives.
- Supplementary hashtags
 - #RefugeesThrive
 - #RefugeeTalent
 - #RefugeeInclusion
 - #HireRefugees
 - #RefugeeJobs
 - #CdnRfg
 - #RefugeeJobsAgendaRoundtable
 - #BreakTheBias
- Videos will be posted to YouTube channels of each organization and **welcomingeconomy.ca**

Digital Assets

- Social media graphics
- Videos
- Blog post
- Press release
- Fact sheet