

Follow us at [@orange\\_jersey\\_project](#) on Instagram and Facebook, and [@orange\\_jerseys](#) on Twitter.

## Purpose of this toolkit

To provide social sharing tools for the teams, managers, and then general public to use on their social media walls to help support the campaign.

## How I Can Help

- Copy and paste the suggested social media posts.
- Add the #OJP hashtag to your social media posts, and engage with The Orange Jersey Project channels (Instagram and Twitter) via your personal accounts.
- Follow The Orange Jersey Project on Instagram([@orange\\_jersey\\_project](#)), Twitter([@orange\\_jerseys](#)), and Facebook and share their content; be sure to use the #OJP & #ReconciliACTION hashtags!
- Upload a photo to Instagram and caption it with one of the suggested captions. NOTE: Instagram does not support hyperlinks in captions. You must add the link to your Bio (Click “Edit Profile” to add a website URL). Then, direct your followers to the link by adding “Click the link in my bio to read all about it!” to your caption.

## When

The Orange Jersey Project will have two phases:

### Phase 1

OJP will be building up momentum towards the orange jersey auction on October 1, 2021. Content will start Tuesday, September 28, 2021, to Saturday, October 02, 2021.

### Phase 2

OJP will be releasing the 10,000 practice jersey plan. Content will start Monday, October 04, 2021.

## Hashtags (by priority)

- [#ReconciliACTION](#)
- #OJP
- #OSS
- #DWF
- #TRC2021

- #orangecanada

## Content for social media

Twitter:



^ Twitter Cover



^ Twitter News

Facebook:



^ Facebook Cover



^ Facebook Event



^ Facebook Post

Instagram:



^ Instagram Story



^ Instagram Story



^ Instagram Story





^ Instagram Post



^ Instagram Post

# Suggested Tweets and Facebook Posts

\*Orange Jersey Project Twitter handle: [@orange\\_jerseys](#)

<ul style="list-style-type: none"><li>Over 35 <b>#OJP</b> jerseys signed to be auctioned to raise funds for the Orange Shirt Society. Active NHL players, NHL alumni, National Women's team, pro &amp; CHL players from all backgrounds! Visit <a href="#">orangejerseyproject.ca</a> &amp; take action. <b>#OSS</b> <b>#ReconciliACTION #reconciliation #orangecanada</b></li></ul>
<ul style="list-style-type: none"><li>We support <a href="#">@orange_jerseys</a> and the <b>#OJP</b> initiative. Using the power of sport to strengthen the path toward truth and reconciliation. <b>#ReconciliACTION</b> <b>#reconciliation #orangecanada #onecanada</b></li></ul>
<ul style="list-style-type: none"><li>Call to action number 87 in the Truth and Reconciliation: Provide public education that tells the national story of Aboriginal athletes in history. Visit <a href="#">orangejerseyproject.ca</a> to get started. <b>#OJP #ReconciliACTION #reconciliation #thetruthisorange #OSS</b></li></ul>
<ul style="list-style-type: none"><li>Real change happens with Truth and Reconciliation. It's time for <b>#ReconciliACTION</b>. Visit <a href="#">orangejerseyproject.ca</a> and take action. <b>#OJP #reconciliation</b> <b>#thetruthisorange #learnorange</b></li></ul>
<ul style="list-style-type: none"><li>If you would like to have your team participate in the <b>#OJP</b> Visit <a href="#">orangejerseyproject.ca</a> to sign up. Take Action. <b>#ReconciliACTION</b> <b>#thetruthisorange #onecanada #learnorange</b></li></ul>

# Suggested Instagram

\*Orange Jersey Project Instagram handle: [@orange\\_jersey\\_project](#)

\*Link in bio: [orangejerseyproject.ca](#)

<ul style="list-style-type: none"><li>Over 35 <b>#OJP</b> jerseys signed to be auctioned to raise funds for the Orange Shirt Society. Active NHL players, NHL alumni, National Women's team, pro &amp; CHL players from all backgrounds! Click the link in our bio and take action. <b>#OSS</b> <b>#ReconciliACTION #reconciliation #orangecanada</b></li></ul>
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- Real change happens with Truth and Reconciliation. It's time for **#ReconciliACTION**. Click the link in our bio and take action. **#OJP #reconciliation #thetruthisorange #learnorange**

- If you would like to have your team participate in the **#OJP** check out the link in our bio to sign up. Take Action. **#ReconciliACTION #thetruthisorange #onecanada #learnorange**