



# Orange Jersey Project

## Social Media Guide for Sponsors

This document is for sponsors of the Orange Jersey Project to create content for social media to create awareness of the sponsor's involvement in the initiative and encourage participation. The toolkit includes all one needs to know about the Orange Shirt Society and Orange Jersey Project for posting on social media.

The social media guide includes the following content:

### In this document:

- Orange Jersey Project Fact Sheet
- Social Media Handles
- Social Media Hashtags
- Social Media Suggested Captions

### In the zip folder:

- Social Media Guide for Sponsors
- Social Media Graphics
- Orange Shirt Society Logo PNG
- Orange Jersey Project Logo PNG
- Font File

# Fact Sheet

## Background

Orange Jersey Project (OJP) has three main objectives:

- Inform, educate, and engage with youth about the history of residential schools,
- Promote truth and reconciliation throughout Canada, and
- Promote physical and mental wellness of Indigenous and non-Indigenous youth through sport.

OJP was formed by the Orange Shirt Society (OSS), Keener Jerseys and Premier Sponsor Canadian Tire.

## OJP Model

The model of OJP is to deliver free orange practice jerseys to youth sports teams. Jerseys come with QR code which is linked to an online education platform.

Supported by Carey Price, Reggie Leach, and dozens of professional Indigenous and non-Indigenous athletes.

## Celebrate Indigenous Athletes Past and Present

Indigenous athletes, past and present, have excelled in sport. We can all agree that for young people to feel inspired and believe in their own greatness, representation is very important.

Call to action number 87 in the Truth and Reconciliation report invites us to celebrate and “provide public education that tells the national story of Aboriginal athletes in history.”

## What is The Orange Jersey Project?

The Orange Jersey Project will send orange practice jerseys free of charge to youth hockey teams across Canada to spark dialogue about Residential Schools and their harmful impact on Indigenous children and families. Along with the jerseys, learning tools and resources from the Orange Shirt Society and Medicine Wheel Education will be provided for player engagement off-the-ice.

The Orange Jersey Project is designed to encourage action for Truth and Reconciliation while helping educate young athletes about the history of the residential school system in Canada.

## Why Orange Jerseys?

The Orange Shirt Society wants to give youth hockey players across Canada an orange jersey to wear at practice, so that players can ask the question: “Coach, why are we wearing orange jerseys?” This simple question has the power to change how Indigenous and non-Indigenous communities live together.

Together, we can help our young athletes learn about the history of residential schools and actively participate in reconciliation between Indigenous and non-Indigenous peoples in Canada.

Learning tools and resources are provided by the Orange Shirt Society and Medicine Wheel Education. We invite you to dedicate several practice meets throughout the season to wear the orange jerseys and spend a few minutes acknowledging the Treaty Lands upon which you are playing and the Indigenous Peoples who reside there. We also invite your team to participate in team-building activities off the ice to work through the curriculum together.

## Education

- There will be a QR Code on each jersey that links to an online learning and sharing platform (referred to as the Learning Management System or LMS). The LMS for each sport will be tailored to the particular sport youth are playing, allowing for professional athletes, pro teams, sponsors and more who play that sport to endorse the OJP presence.
- In the LMS, we will introduce Phyllis Webstad and include videos by professional Indigenous athletes sharing their experience with residential schools. In addition, the engaging environment will ensure children can discover the history of residential schools.
- Goal to encourage learning, engagement, sharing, and activities.

## Schedule

To ensure successful rollout to each junior sport, we will be focusing on junior Hockey and Football in 2022, with junior Soccer in 2023. This may change as funding and sponsorship opportunities evolve.

## How To Get Involved

Visit the Orange Jersey Project website, [orangejerseyproject.ca](http://orangejerseyproject.ca) to register your youth hockey team and request orange practice jerseys and the curriculum program for your team, at no cost, while supplies last.



Once you've received your jerseys, the Orange Shirt Society encourages you to wear your jerseys throughout several practices and participate in off-the-ice team-building activities to work through the curriculum.

Play a different sport? Visit [orangejerseyproject.ca](http://orangejerseyproject.ca) to submit an interest form for your youth sports team.

## Orange Shirt Society

The Orange Shirt Society supports Reconciliation and creates awareness of the individual, family, and community intergenerational impacts of residential schools, and the concept of 'Every Child Matters'.

The Orange Shirt Society is a non-profit organization located in Williams Lake, BC. Orange Shirt Day began in 2013 and was founded by Phyllis Webstad. Phyllis Webstad is Northern Secwépemc (Shuswap) from the Stswecem'c Xgat'tem First Nation (Canoe Creek Indian Band). At six years old, she attended her first day of school at the St. Joseph's Mission Residential School where her brand new orange shirt was taken away and never returned. Phyllis tours the country sharing her story and raising awareness about the impacts of the residential school system.

# ORANGE JERSEY PROJECT

#REMEMBER ❤️ RECOVER ❤️ RECONCILE



orangejerseyproject.ca

## Social Media

### Orange Jersey Project and Orange Shirt Society Handles

Facebook [@orangejerseyproject](#) | [@orangeshirtsociety](#)  
Instagram [@orangejerseyproject](#) | [@orangeshirtsociety](#)  
Twitter [@orange\\_jerseys](#) | [@orangeshirtsoc](#)  
Website [www.orangejerseyproject.ca](http://www.orangejerseyproject.ca) | [www.orangeshirtday.org](http://www.orangeshirtday.org)

### Hashtags

#remember ❤️ recover ❤️ reconcile #OrangeJerseyProject #OJP #OrangeShirtSociety  
#OrangeShirtDay #EveryChildMatters #Reconciliation #TruthAndReconciliation #Indigenous  
#IndigenousYouth #YouthInSport #Athletics #Wellness

### Social Media Caption Suggestions

Change handles for Tweets (@orange\_jerseys; @orangeshirtsoc)

@OrangeJerseyProject is a program created by @orangeshirtsociety to inform, educate, and engage with youth about the history of residential schools, to promote truth and reconciliation throughout Canada, and to promote physical and mental wellness of Indigenous and non-Indigenous youth through sport. Learn more at [orangejerseyproject.ca](http://orangejerseyproject.ca) #remember ❤️ recover ❤️ reconcile

We are proud to be a [Premier] sponsor of the @OrangeJerseyProject to help @orangeshirtsociety promote reconciliation through sport! Ask your coach to register your team for the 2022/23 season. Visit [orangejerseyproject.ca](http://orangejerseyproject.ca) to join the waitlist #remember ❤️ recover ❤️ reconcile

The #OrangeJerseyProject is a new initiative that is supporting reconciliation through sport! We support @orangejerseyproject and the #OJP initiative using the power of sport to strengthen the path toward Truth and Reconciliation. #remember ❤️ recover ❤️ reconcile

Real change happens with Truth and Reconciliation. The @orangejerseyproject is a program that brings knowledge and understanding about residential schools to Indigenous and non-Indigenous youth who play sports. @OrangeShirtSociety and Medicine Wheel Education bring a learning management system to registered teams to learn more about residential schools and reconciliation.



## Responses to Negative Comments

*If people are being hateful or hurtful - there is no obligation to engage. Please delete or hide comments that are racist or causing harm on your feeds. We encourage one response to those who have a genuine concern and to not further engage past that point.*

Please feel free to use these responses to help:

Thank you for voicing your concern. Learn more about the purpose of the Orange Jersey Project at [orangejerseyproject.ca](http://orangejerseyproject.ca) and Orange Shirt Society at [orangeshirtday.org](http://orangeshirtday.org). If your question is not answered, please reach out to [info@orangejerseyproject.ca](mailto:info@orangejerseyproject.ca)