

Children First Canada – Voting Challenge Social Posts

For Review: Nov 25, 2021

The following social posts and captions have been developed based on key messages drawn from the FAQs and Press Release, as well as the best practices for each channel (IG, TW, TikTok). It is intended as a guide to help the different parties develop their posts around the initiative.

Things to keep in mind before posting:

- Make your profiles public so all partners can repost, retweet or share your content
- On Instagram, enable “Allow sharing to story” under Settings -> Privacy -> Story -> Sharing
- Feel free to tweak the messages to adapt to your own voice and include other emojis etc. but ensure that the facts about the Election Act, Charter of Rights etc. are communicated correctly
- Tag all the partners where possible, especially in IG Reels and Posts, in a visible manner as it shows strength and builds credibility
 - UNICEF Canada
 - IG: @unicefcanada
 - TW: @unicefcanada
 - Children First Canada
 - IG: @children1stca
 - TW: @children1stca
 - Canadian Civil Liberties Association (CCLA)
 - IG: @cancivlib
 - TW: @cancivlib
 - Society for Children and Youth
 - IG: @scyofbc
 - TW: @scyofbc
 - The Students Commission
 - IG: @studentscommission
 - TW: @StdntsCmmssn
 - Canadian Coalition for the Rights of Children
 - IG: @ccrc.rightsofchild
 - TW: @CCRC_CCDE
 - Justice for Children and Youth
 - IG: @JFCYOntario
 - TW: @JFCY


Creative Direction for IG Reels/TikTok:

- Use selfie style video format OR set up the camera on a stable surface and film yourself looking directly into the camera
- Have each text box disappear before the next one appears OR
- Have them appear one below the other in sequence to allow for easy reading

Youth Litigants	Caption 1	
	IG – in-feed post using static visual	<p>✓ Canadian Charter of Rights Section 3: Gives every citizen of Canada a right to vote.</p> <p>✓ Canadian Charter of Rights Section 15: Gives every citizen a right to be treated equally, including the right to not be discriminated against on the basis of age.</p> <p>✗ Canada Elections Act Section 3: Sets the voting age at 18.</p> <p>The Canadian Charter of Rights and Freedoms gives me rights that all laws must respect. And yet the Canada Elections Act is in direct violation of the charter. Which is why I, along with other young citizens, am bringing a Constitutional Challenge against Section 3 of Canada Elections Act. The challenge will ask the Ontario Superior Court of Justice to declare Sec. 3 unconstitutional and lower the voting age. And we would love your support in raising awareness about the challenge!</p> <p>And we need your help! So please share this post to help us in our effort to lower the voting age and make our voice heard on important issues that affect our country and the youth of the nation. Our other partners in this fight include: @unicefcanada, @children1stca, @cancivlib, @scyofbc, @studentscommission amongst others.</p>
	<p>TikTok/IG Reel</p> <p>(Can also be used as IG stories with text boxes 4 - 6 turning into separate frames instead)</p>	<p>Text box 1: Canadian Charter of Rights Section 3: Gives every citizen of Canada a right to vote. ✓</p> <p>Text box 2: Canadian Charter of Rights Section 15: Gives every citizen a right to be treated equally, including the right to not be discriminated against on the basis of age. ✓</p> <p>Text box 3: Canada Elections Act Section 3: Sets the voting age at 18. ✗</p> <p>Speak + Text box 4: Section 3 of the Canada Elections Act is in direct violation of my rights as a Canadian</p> <p>Speak + Text box 5: Which is why I, along with other young citizens, am bringing a constitutional challenge against Section 3 of the Act in front of</p>

		<p>the Ontario Superior Court of Justice to declare it unconstitutional and lower the voting age.</p> <p>Speak + Text box 6: And we need your help! So please share this post to help us raise awareness of this important issue, lower the voting age and make sure the youth of the nation can make their voice heard at the next federal election.</p>
	<p>TW – Tweet thread with static visual in the first tweet</p>	<p><i>Tweet 1:</i> <input checked="" type="checkbox"/> Charter of Rights Section 3: Gives every citizen of Canada has a right to vote.</p> <p><input checked="" type="checkbox"/> Charter of Rights Section 15: Gives every citizen the right to not be discriminated against on the basis of age.</p> <p><input checked="" type="checkbox"/> Canada Elections Act Section 3: Sets the voting age at 18. (1/3)</p> <p><i>Tweet 2:</i> The Charter of Rights contains rights that all laws must respect. And yet the Canada Elections Act is in direct violation of the charter. Which is why I, along with other young citizens, am bringing a constitutional challenge against Sec. 3 of the Act in front of the court. (2/3)</p> <p><i>Tweet 3:</i> Please retweet to help raise awareness so we can have Sec. 3 declared unconstitutional, lower the voting age, and make sure our voice is heard on important issues that affect our country and the youth of the nation. (3/3)</p>
	Caption 2	
	<p>IG – in-feed post using static visual</p>	<p>Countries that allow citizens to begin voting at age 16: Scotland, Wales, Austria, Argentina, Brazil, Cuba, Ecuador, Guernsey, Isle of Man, Jersey, Malta, Nicaragua</p> <p>Canada Election Act, Section 3: Sets the voting age at 18 <input checked="" type="checkbox"/></p> <p>It has been proven through brain science research, from direct experience, and from international examples that people under 18 (like me!) are equally capable as those over 18 of making</p>

Youth Litigants		<p>voting decisions. And also that including voters under age 18 improves democracy.</p> <p>Additionally, Section 3 of the Election Act is in <u>“direct violation”</u> of Sections 3 and 15 of the Canadian Charter of Rights which state that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p> <p>Which is why I, along w/ other young citizens, @UNICEFCanada, @children1stca, @cancivlib & others, am petitioning the court to declare Election Act, Sec. 3 as unconstitutional & lower the voting age. Because we believe the youth of the nation should have a voice when it comes important decisions that affect them and the country as a whole.</p>
	<p>TikTok/IG Reel</p> <p>(Can also be used as IG stories with the text boxes turning into different frames instead)</p>	<p>Text box 1: Countries that allow citizens to begin voting at age 16</p> <p>Text box 2: Scotland Wales Austria Brazil Argentina Cuba Ecuador Jersey and more!</p> <p>Text box 3: Meanwhile Canada Election Act, Section 3: Sets the voting age at 18 <u>“?”</u></p> <p>Speak + Text box 4: Brain science research, direct experience, AND international examples prove that people under 18 (like me!) are equally capable as those over 18 of making voting decisions. And also that including voters under age 18 improves democracy.</p> <p>Speak + Text box 5: Also, Section 3 of the Election Act is in <u>“direct violation”</u> of the Canadian Charter of Rights which state that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p> <p>Speak + Text box 6:</p>

		<p>Which is why I, along with other young citizens, and our partners UNICEF Canada, Children First Canada, Canadian Civil Liberties Association and more, would love to have your support in our effort to challenge Section 3, Election Act in court and have the voting age lowered. This will allow us as the youth of the nation to have our voice heard on important issues that affect us.</p>
	<p>TW – Tweet thread with static visual in the first tweet</p>	<p><i>Tweet 1:</i> Countries that allow citizens to begin voting at age 16: Scotland, Wales, Austria, Argentina, Brazil, Cuba, Ecuador, Guernsey, Isle of Man, Jersey, Malta, Nicaragua</p> <p>Canada Election Act, Section 3: Sets the voting age at 18  (1/3)</p> <p><i>Tweet 2:</i> Section 3 of the Election Act is in “direct violation” of the Canadian Charter of Rights which state that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age. (2/3)</p> <p><i>Tweet 3:</i> Which is why I, along w/ other young citizens, @UNICEFCanada, @children1stca, @cancivlib & others, am petitioning the court to declare Election Act, Sec. 3 as unconstitutional & lower the voting age. The youth of the nation SHOULD have a voice when it comes important decisions.</p>
Youth Litigants		<p>Caption 3</p>
	<p>IG – in-feed post using static visual</p>	<p>Young citizens like me represent nearly 1/4th of Canada’s population, yet we remain the only disenfranchised citizens in our society, not allowed to vote and make our voice heard on important subjects that directly affect us.</p> <p>What’s worse, Section 3 of the Election Act that sets the voting age at 18 and prevents me from participating in the country’s governance is “unconstitutional and in direct violation of the Canadian Charter of Rights” which states that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p>

		<p>That's why I would appreciate your support for our petition to the Ontario Superior Court of Justice in getting Section 3 of the Election Act declared unconstitutional and thus lower the voting age. We have some strong partners in our fight such as @UNICEFCanada, @children1stca, @cancivlib & others, however no voice is as strong as our voice – the general public's, when combined together. So please share this post and help us raise awareness so that we the youth can actively participate in decisions that directly affect us!</p>
	<p>TikTok/IG Reel</p> <p>(Can also be used as IG stories with the text boxes turning into different frames instead)</p>	<p>Speak + Text box 1: Young citizens - like me - represent nearly 1/4th of Canada's population</p> <p>Speak + Text box 2: But we are the only disenfranchised citizens in our society, not allowed to vote and make our voice heard on important subjects that directly affect us</p> <p>Speak + Text box 3: What's worse, Section 3, Canada Election Act that sets the voting age at 18 is <input type="checkbox"/>unconstitutional and in violation of the Canadian Charter of Rights<input type="checkbox"/>which states that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p> <p>Speak + Text box 4: That's why I would appreciate your support for our petition to the Ontario Superior Court of Justice in getting Section 3 of the Election Act declared unconstitutional and lower the voting age.</p> <p>Speak + Text box 5: We have some strong partners in our fight such as @UNICEFCanada, @children1stca, @cancivlib & others, however no voice is as strong as all of our voices combined together. So please share this post and help us raise awareness so that we the youth can actively participate in decisions that directly affect us!</p>
	<p>TW – Tweet thread with static visual in the first tweet</p>	<p><i>Tweet 1:</i> Young citizens like me represent nearly 1/4th of Canada's population, yet we remain the only disenfranchised citizens in our society, not allowed to vote and make our voice heard on important subjects that directly affect us. (1/4)</p> <p><i>Tweet 2:</i> Worse, Sec. 3, Election Act that sets the voting age at 18 is <input type="checkbox"/>unconstitutional & in direct violation of the Canadian Charter of</p>

		<p>Rights which states that: Every citizen of Canada has a right to vote & every citizen has a right to not be discriminated against based on age. (2/4)</p> <p><i>Tweet 3:</i> That's why I would appreciate your support (retweet) for our petition to the Ontario Superior Court of Justice in getting Section 3 of the Canada Election Act declared unconstitutional and thus lower the voting age. (3/4)</p> <p><i>Tweet 4:</i> While we have strong partners in our fight such as @UNICEFCanada, @children1stca, @cancivlib & others, no voice is as strong as our voice combined together. So please retweet & help raise awareness so that we, the youth can actively participate in decisions that affect us!</p>
Youth Litigants	Caption 4	
	IG – in-feed post using static visual	<p>Did you know before 1918, only men who owned property and were over 21 could vote. Women (over 21) were only granted the right to vote in 1918, and even then only those who owned property.</p> <p>1948: Finally you no longer needed to own property to vote; and Asian-born Canadians were granted the right to vote.</p> <p>1960: Status Indians living on reserve were granted the right to vote.</p> <p>1970: The voting age was lowered from 21 to 18.</p> <p>Now it's 2021 and I believe it's about time the youth of the nation that make up 1/4th of the population received the right to vote! Which is why we are bringing a constitutional challenge to the court against Section 3 of the Canada Election Act that sets the voting age at 18 as we believe it is in violation of our rights under the Canadian Charter of Rights which states that: "Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p> <p>Me and the other young citizens involved in the petition would appreciate your support in raising awareness about our petition.</p>

		<p>So please share this post to make sure we can get more people from the community involved!</p>
	<p>TikTok/IG Reel</p> <p>(Can also be used as IG stories with the text boxes 7-9 turning into different frames instead)</p>	<p>Text box 1: DID YOU KNOW Before 1918, only men who owned property and were over 21 could vote.</p> <p>Text box 2: Women (over 21) were only granted the right to vote in 1918, and even then only those who owned property.</p> <p>Text box 3: 1948: Finally you no longer needed to own property to vote; and Asian-born Canadians were granted the right to vote.</p> <p>Text box 4: 1960: Status Indians living on reserve were granted the right to vote.</p> <p>Text box 5: 1970: The voting age was lowered from 21 to 18.</p> <p>Text box 6: 2021: About time the youth of the nation that make up 1/4th of the population received the right to vote?</p> <p>Speak + Text box 7: Sec. 3 of the Canada Election Act that sets the voting age at 18 is <u>in violation of our rights</u> under the Canadian Charter of Rights which states that: <u>Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</u></p> <p>Speak + Text box 8: Which is why we are bringing a constitutional challenge to the court against Sec. 3 to have it declared unconstitutional and lower the voting age.</p> <p>Speak + Text box 9: Show your support by sharing this post so we can spread the word, get more of the community involved and ensure the youth of the nation can make our voice heard on the important issues that affect us.</p>

	TW – Tweet thread with static visual in the first tweet	<p><i>Tweet 1:</i> #DYK till 1948, only men & owning property & over 21+ could vote? And that the voting age was lowered from 21 to 18 only in 1970. Now it's 2021 and I believe it's about time the youth of the nation that make up 1/4th of the population received the right to vote! (1/4)</p> <p><i>Tweet 2:</i> Section 3 of the Canada Election Act is in "direct violation" of the Canadian Charter of Rights which state that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age. (2/4)</p> <p><i>Tweet 3:</i> Which is why I, with other young citizens are bringing a constitutional challenge to the court against Section 3 and would appreciate your support in raising awareness about it. So please retweet to make sure we can get more people from the community involved! (3/4)</p> <p><i>Tweet 4:</i> This will help us make our voice heard following the @UN Convention on the Rights of the Child which requires countries to "assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child". (4/4)</p>
Youth Litigants	FR Caption	
	IG – in-feed post using static visual	<p>☑ Article 3 de la Charte canadienne des droits : Donne à chaque citoyen du Canada le droit de voter.</p> <p>☑ Article 15 de la Charte canadienne des droits : Donne à chaque citoyen le droit d'être traité de façon égale, y compris le droit de ne pas faire l'objet de discrimination fondée sur l'âge.</p> <p>✗ Article 3 de la Loi électorale du Canada : Fixe l'âge du vote à 18 ans.</p>

		<p>La Charte canadienne des droits et libertés me donne des droits que toutes les lois doivent respecter. Pourtant, la Loi électorale du Canada contrevient directement à la Charte. C'est pourquoi, avec l'aide d'autres jeunes citoyens, je conteste la constitutionnalité de l'article 3 de la Loi électorale du Canada. Cette contestation demande à la Cour supérieure de justice de l'Ontario de contester l'article 3 et d'abaisser l'âge du droit de vote. Aidez-nous à faire connaître cette contestation !</p> <p>Comment? En partageant cette publication, vous aidez notre cause et faites résonner notre voix sur les questions importantes qui affectent notre pays et la jeunesse du Canada. Nos autres partenaires sont : @unicefcanada, @children1stca, @cancivlib, @scyofbc, @studentscommission entre autres.</p>
	<p>TikTok/IG Reel</p> <p>(Can also be used as IG stories with the text boxes 7-9 turning into different frames instead)</p>	<p>Encadré 1 : Article 3 de la Charte canadienne des droits : Donne à chaque citoyen du Canada le droit de voter. ✓</p> <p>Encadré 2 : Article 15 de la Charte canadienne des droits: Donne à chaque citoyen le droit d'être traité de façon égale, y compris le droit de ne pas faire l'objet de discrimination fondée sur l'âge. ✓</p> <p>Encadré 3 : Loi électorale du Canada Article 3 : Fixe l'âge du droit de vote à 18 ans. ✗</p> <p>Parler + encadré 4 : L'article 3 de la Loi électorale du Canada constitue une atteinte directe à mes droits en tant que Canadien.</p> <p>Parler + encadré 5 : C'est pourquoi, avec l'aide d'autres jeunes citoyens, je conteste la constitutionnalité de l'article 3 de la Loi électorale devant la Cour supérieure de justice de l'Ontario pour invalider l'article et faire baisser l'âge du droit de vote.</p> <p>Parler + Texte encadré 6 : Apportez-nous votre aide ! Partagez cette publication pour nous aider à sensibiliser à cette question importante, à abaisser l'âge de vote et faites en sorte que les jeunes canadiens puissent faire résonner leur voix lors de la prochaine élection fédérale.</p>

	TW – Tweet thread	<p><i>Tweet 1:</i></p> <p>☑ Article 3 de la Charte des droits : donne à chaque citoyen du Canada le droit de voter.</p> <p>☑ Article 15 de la Charte des droits : Donne à chaque citoyen le droit de ne pas faire l'objet de discrimination fondée sur l'âge.</p> <p>✗ Article 3 de la Loi électorale du Canada : Fixe l'âge du vote à 18 ans.</p> <p>(1/3)</p> <p><i>Tweet 2:</i></p> <p>La Charte des droits contient des droits que toutes les lois doivent respecter. Et pourtant, la Loi électorale du Canada est en violation directe de la charte. C'est pourquoi, avec l'aide d'autres jeunes citoyens, je conteste la constitutionnalité de l'article 3 de la Loi électorale du Canada. (2/3)</p> <p><i>Tweet 3:</i></p> <p>Portez notre message! En retweetant, vous contribuer à sensibiliser notre cause afin de déclaré l'Art. 3 inconstitutionnel, abaisser l'âge de vote et s'assurer que notre voix soit entendue sur des enjeux qui affectent notre pays et les jeunes du Canada. (3/3)</p>
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Organisations/ Partners	Caption 1	
	IG – in-feed post using static visual	<p>Canadian Charter of Rights and Freedoms states that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p> <p>Yet Section 3 of the Canada Elections Act, which sets the voting age at 18 is in direct violation of the charter. Which is why we are working with young citizens across the country to bring a Constitutional Challenge against Section 3 and asking the Ontario Superior Court of Justice to declare it unconstitutional and lower the voting age.</p> <p>This will ensure that the youth of the nation can make their voice heard on important issues that affect them directly.</p>

	TW – Tweet thread using static visual in the first tweet	<p><i>Tweet 1:</i> Canadian Charter of Rights & Freedoms states that: Every citizen of Canada has a right to vote & that every citizen has a right to not be discriminated against on the basis of age. Yet Sec. 3, Canada Elections Act, which sets the voting age at 18, is in violation of the charter.</p> <p><i>Tweet 2:</i> Which is why we are working with young citizens across the country to bring a Constitutional Challenge against Section 3 and asking the Ontario Superior Court of Justice to declare it unconstitutional and lower the voting age.</p> <p><i>Tweet 3:</i> This will ensure that the youth of the nation can make their voice heard on important issues that affect them directly.</p>
Organisations/ Partners	Caption 2	
	IG – in-feed post using static visual	<p>Countries that allow citizens to begin voting at age 16: Scotland, Wales, Austria, Argentina, Brazil, Cuba, Ecuador, Guernsey, Isle of Man, Jersey, Malta, Nicaragua</p> <p>Yet the Canada Election Act, Section 3 sets the voting age at 18. This is in direct violation of the Canadian Charter of Rights which state that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p> <p>Additionally, it has been proven through brain science research, from direct experience, and from international examples that people under 18 are equally capable as those over 18 of making voting decisions. And also that including voters under age 18 improves democracy.</p> <p>Which is why we are working with young citizens across Canada, to petition the court to declare Election Act, Sec. 3 as unconstitutional & lower the voting age. Because we believe the youth of the nation should have a voice when it comes to important decisions that affect them and the country as a whole.</p>

	<p>TW – Tweet thread using static visual in the first tweet</p>	<p><i>Tweet 1:</i> Countries that allow citizens to begin voting at age 16: Scotland, Wales, Austria, Argentina, Brazil, Cuba, Ecuador, Guernsey, Isle of Man, Jersey, Malta, Nicaragua</p> <p>Yet the Canada Election Act, Section 3 sets the voting age at 18. (1/4)</p> <p><i>Tweet 2:</i> This is in direct violation of the Canadian Charter of Rights which state that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age. (2/4)</p> <p><i>Tweet 3:</i> Additionally, it has been proven through brain science research, from direct experience, and from international examples that people under 18 are equally capable as those over 18 of making voting decisions. And also that including voters under age 18 improves democracy. (3/4)</p> <p><i>Tweet 4:</i> Which is why we are working with young citizens across Canada to petition the court to declare Sec. 3 as unconstitutional & lower the voting age. Because we believe the youth of the nation should have a voice when it comes to important decisions that affect them! (4/4)</p>
Organisations/ Partners	Caption 3	
	IG – in-feed post using static visual	<p>Young citizens represent nearly 1/4th of Canada's population, yet they remain the only disenfranchised citizens in our society, not allowed to vote and have their voice heard on important subjects that directly affect them.</p> <p>What's worse, Section 3 of the Election Act that sets the voting age at 18 and prevents them from participating in the country's governance is unconstitutional and in direct violation of the Canadian Charter of Rights which states that: Every citizen of Canada has a right to vote and that every citizen has a right to not be discriminated against on the basis of age.</p>

		That's why we are supporting multiple youngsters across Canada in their petition to the Ontario Superior Court of Justice to have Section 3 of the Election Act declared unconstitutional and thus lower the voting age.
	TW – Tweet thread using static visual in the first tweet	<p><i>Tweet 1:</i> Young citizens represent nearly 1/4th of Canada's population, yet they remain the only disenfranchised citizens in our society, not allowed to vote and have their voice heard on important subjects that directly affect them. (1/3)</p> <p><i>Tweet 2:</i> Worse, Sec. 3, Election Act that sets the voting age at 18 is unconstitutional & in direct violation of the Canadian Charter of Rights which states that: Every citizen of Canada has a right to vote & every citizen has a right to not be discriminated against based on age. (2/3)</p> <p><i>Tweet 3:</i> That's why we are supporting youngsters across Canada in their petition to the Ontario Superior Court of Justice to have Section 3 of the Election Act declared unconstitutional and thus lower the voting age. (3/3)</p>