International Day for Street Children 2020 – Social Media Guidelines

Social media provides an incredible opportunity to share the work your organisation does on International Day for Street Children (IDSC) and to raise awareness about the unique issues and problems that street children face.

This year our theme is #SafeSpacesForStreetChildren

Our theme for the 2020 campaign is Safe Spaces – an issue that has become even more pressing as street-connected children and homeless youth around the world struggle to figure out what curfews and lockdowns mean for them. For many, drop-in centres and shelters that they relied on are closing down, the streets are being heavily policed to enforce curfews, and for those who have homes that they can return to, it may mean returning to an unsafe environment where they are subjected to violence and abuse.

Despite the fact that celebrations and events have had to be postponed, this is a huge opportunity to highlight the issues that street children and homeless youth around the world are facing. We have adapted the campaign materials to highlight the link between safe spaces and government responses to COVID-19, with three key advocacy asks.

We will be calling on governments around the world to make sure street children have access to safe spaces and feel protected. These are the 3 key areas we will be highlighting:

1. Safe spaces for self-isolation:
   Street-connected children and homeless youth lack safe places to go during lockdowns and curfews.
   Governments must make sure they can access somewhere to safely self-isolate, in collaboration with NGOs already offering shelter.
   Governments must also ensure that lockdown measures do not punish or discriminate children and youth who have nowhere else to go.

2. Access to essential services:
   Street-connected children and homeless youth will be increasingly vulnerable during the pandemic. Many will be unable to access food, water, healthcare and sanitation.
   Governments and donor institutions must include them in schemes and emergency funding, including specific provisions such as hand washing stations, food outreach programmes and allowing social workers to continue street outreach work during lockdowns.

3. Access to information: Street-connected children and homeless youth often lack access to accurate and appropriate information on how to stay safe and what to do or where to go when they need care and support.
   Governments must provide information and advice that is easy to access and understand for street-connected children and homeless youth, including those with limited or no ability to read.
This is the messaging that we will be using on the day, and it would be fantastic if the Network used the same or similar messages and themes in order to make the campaign as impactful as possible.

Remember to use the hashtags: #SafeSpacesForStreetChildren, #streetchildrenday, #COVID19 and tag us in your posts @streetchildren so we can share what you are doing with the rest of the network to highlight all of your fantastic work. We have provided some example posts below that you can share as well as some tips to make sure your posts and the work you are doing for IDSC have as much engagement as possible.

We have created materials that you can share on social media, that you can find here

We have also drafted a template letter that you can download and send to your own government here

How to get involved

1. Post the materials we have created on your own social media channels
2. Share information from children and young people - how do they feel about what is happening at the moment? How has it impacted on their safety?
3. As organisations, social workers and street outreach workers, share information about how this has impacted on your work.
4. Follow the other organisations in the network and share the information that they are posting. You can find a list of all of the organisations in the network and their social media handles here.

Example posts:

- We call on the [COUNTRY NAME] government to ensure there are #SafeSpacesForStreetChildren to #selfisolate with access to food, water and healthcare.
- During lockdowns and curfews #streetchildren and #homelessyouth often have nowhere safe to go. Share to show solidarity with children and young people around the world this #streetchildrenday and call for #SafeSpacesForStreetChildren during the #COVID19 pandemic
- This #streetchildrenday we call on the [COUNTRY] government to provide hand washing stations and food outreach programmes to street-connected children, who are more vulnerable than ever during the #COVID19 pandemic #SafeSpacesForStreetChildren
- We stand with other organisations around the world this #streetchildrenday who like us are providing essential support to #streetchildren and #homelessyouth to make sure there are #SafeSpacesForStreetChildren
- We call on [COUNTRY] government to make sure lockdown measures and curfews do not punish children and young people who have nowhere else to go #SafeSpacesForStreetChildren #streetchildrenday
- Street-connected children and homeless youth are particularly vulnerable during the #COVID19 pandemic. Governments must provide easy to
understand information on how they can stay safe
#SafeSpacesForStreetChildren

Guidelines for posting on social media:

- Use hashtags: #SafeSpacesForStreetChildren #StreetChildrenDay
- Add an image – this can be a picture of activities done by the children, drawings, pictures of staff etc. On Twitter, adding an image boosts retweets by 35%
- Include a link - this could be to a resource on your own website, or you can link to our IDSC page for people that want to read more [www.streetchildren.org/IDSC2020](http://www.streetchildren.org/IDSC2020)
- Remember to include the key messages that we have shared for IDSC, this includes the theme for this year ‘Safe Spaces for Street Children’; and the 3 advocacy asks. Please share any videos that you have made or any resources etc.
- Focusing on a particular issue can be useful if you want to use twitter for advocacy during the week e.g. children are being targeted by the police in public spaces – statistics and resources can be usefully used here as well to increase engagement.
- Always respond to posts – social media is about conversations.

Examples of tweets from IDSC2019
CONSORTIUM FOR STREET CHILDREN

RC Africa @RCEastAfrica · Apr 12
Business in the Tanzanian Capital, Dodoma comes to a standstill as @streetchildren march to the District Commissioner’s offices to engage him on issues about their rights and opportunities #committeequalit

Laughter Africa @LaughterAfrica · Apr 12
Today, ten of our children from mobile, the ICC and FTR departments and our staff Kaday, Bakar, Alfred, Lucy and Zombo will all be appearing on local Sierra Leone radio and television stations requesting that the Sierra Leone Government #committeequalit for street children.

SALVE International @SALVEINT · Apr 12
BREAKING NEWS: The fifth edition of News from the Streets is here! This unique newspaper is written by children living on the streets of Jinja, sharing about their lives/ideas.

English version: en.calameo.com/read/004271717...
Luganda version: en.calameo.com/read/004271717...

@streetchildren

Mobile School @mobileschool · Apr 15
Not only we were celebrating the #streetchildrenday last Friday. Also, our partners put the street children in the spotlight! @AidEjngo #FValenciacuito @PTK_2019 @AMSparkers @USHKE
#FundacionKryzstfia @afS_swiss @agregsmetogo @RailwayChildren
#womenchildcentre