

IT TAKES A COMMUNITY

Campaign soft launch – Toolkit for GFMD Friends of the Forum

Overview

It Takes a Community is a global, multi-stakeholder, digital communications campaign that aims to promote balanced narratives on migration and migrants by sharing inclusive stories about social cohesion and the positive impact that migration can have on communities. The campaign is being led by the Global Forum on Migration and Development's (GFMD) Working Group on Public Narratives on Migration and is centered on the collection and sharing of community-focused stories about the positive impact of migration at the local level.

It Takes a Community has leveraged the GFMD multi stakeholder composition in order to engage national governments, cities, businesses, civil society and international organizations in the development and rollout of this initiative.

The campaign will be rolled out throughout 2021 and is scheduled to begin with a soft launch on December 18th, 2020, in conjunction with International Migrants Day.

How can you participate?

All GFMD Friends of the Forum are invited to participate in *It Takes a Community* by amplifying the soft launch of the campaign on December 18th. This will entail sharing one or more posts on social media that introduce *It Takes a Community* and help to build international momentum for all stakeholders to speak up about the positive impact migration can have on communities.

The following communications resources are included in this toolkit for use by Friends of the Forum on December 18th:

- Social media graphics (ENG, FR, ESP)
- Sample posts (ENG, FR, ESP)
- Campaign video (ENG, FR, ESP)
- Campaign hashtag

Beyond participation in the soft launch, Friends of the Forum with an interest in playing a more active role in concretely supporting balanced migration narratives are invited to become **"campaign leaders"** for *It Takes a Community*. This will entail identifying and sharing stories on an ongoing basis about the positive impact of migration at the community level in your country, region or city.

Campaign leaders will join a multi-stakeholder network of actors from around the world who are working to implement the campaign in their own localized contexts, and will receive access to a library of customizable campaign resources as well ongoing support from a campaign communications team. Expressions of interest to become a "campaign leader" can be sent via email to wg_narratives@gfmd.org.

Communications resources

On December 18th, you are encouraged to share one or more posts on social media (Facebook, Twitter, Instagram, LinkedIn) using a combination of the campaign assets provided below and in attachments.

Social media graphics



Sample text

English

- *#ItTakesACommunity to make where we live feel like home! On this International Migrants Day, we're proud to participate in #ItTakesACommunity, highlighting our friends and neighbors from all over the world. How would you complete the sentence? Share your response below!*
- *Happy International Migrants Day! We're proud to join in the launch of #ItTakesACommunity to celebrate the contributions of our friends and neighbors from around the world. Learn more and hear their stories by visiting ittakesacomunity.org.*
- *#ItTakesACommunity to grow. On this International Migrants Day, we're proud to take part in the launch of #ItTakesACommunity, to celebrate how welcoming new friends and neighbors can enrich communities around the world.*

French

- *#IlFautUneCommunauté pour se sentir chez soi! En cette journée internationale des migrants, nous sommes fiers de lancer la campagne #IlFautUneCommunauté en mettant en vedette nos amis et voisins du monde entier. Comment compléteriez-vous la phrase? Faites-nous part de votre réponse dans les commentaires ci-dessous!*

- *Bonne Journée internationale des migrants! Nous sommes fiers de participer au lancement de #IlFautUneCommunauté pour célébrer les contributions de nos amis et voisins du monde entier. Pour en savoir plus et écouter leurs histoires, visitez ittakesacommunity.org.*
- *#IlFautUneCommunauté pour grandir. En cette journée internationale des migrants, nous sommes fiers de participer au lancement de #IlFautUneCommunauté, pour célébrer la façon dont l'accueil de nouveaux amis et voisins peut enrichir les communautés du monde entier.*

Spanish

- *#ItTakesACommunity: ¡Es necesaria la comunidad para que el lugar en el cual vivimos se sienta como nuestro hogar! En este Día Internacional del Migrante tenemos el orgullo de lanzar [o de “participar en”] #ItTakesACommunity, destacando a nuestros amigos y vecinos de todo el mundo. ¿Cómo completaría usted la frase? ¡Comparta su respuesta en los comentarios de abajo!*
- *¡Feliz Día Internacional del Migrante! Tenemos el orgullo de unirnos en el lanzamiento de #ItTakesACommunity para celebrar las contribuciones de nuestros amigos y vecinos de todo el mundo. Conozca más y escuche sus historias visitando la página ittakesacommunity.org.*
- *#ItTakesACommunity – Es necesaria la comunidad para poder crecer. En este Día Internacional del Migrante, tenemos el orgullo de participar en el lanzamiento de #ItTakesACommunity, a fin de celebrar cómo el darle la bienvenida a nuevos vecinos y amigos puede llegar a enriquecer a las comunidades de todo el mundo.*

Friends of the Forum are also encouraged to create their own posts by completing the phrase “#ItTakesACommunity to...” in their local, regional or national context.

Video

A brief promotional video has been created for the campaign and is available in English, French and Spanish (Arabic and Portuguese to be added). Friends of the Forum are invited to share the video in their own social media posts on International Migrants Day and beyond. The video can be downloaded [here](#).

Hashtag

The hashtag for this campaign is **#ItTakesACommunity**. Friends of the Forum are encouraged to use this hashtag both on **December 18th and throughout 2021** to elevate posts that emphasize migrants’ positive contributions to their communities. Friends of the Forum who have pre-existing campaigns related to migration narratives are welcome to combine hashtags where relevant.