

Refugee Week Social Media Toolkit

This toolkit has all the Refugee Week text, images, graphics and assets you need to help raise awareness of Refugee Week 2023 and promote your own Refugee Week activities!

About Refugee Week

Refugee Week is the world's largest arts and culture festival celebrating the contributions, resilience and creativity of refugees and people seeking sanctuary.

Refugee Week is an umbrella festival, which means everyone is invited to take part no matter how much time they have or where they are in the world.

Everyone can promote their Refugee Week activities on the main festival website and use the main festival artwork as long as they are aligned with our vision & values.

Refugee Week 2023 is 19-25th June.

Hashtags and handles

#RefugeeWeek

#SimpleActs

#CompassionIntoAction

Instagram: @refugeeweekUK

Twitter: @refugeeweek

Facebook: @refugeeweek

Website: refugeeweek.org.uk



Toolkit Overview

- What is Refugee Week and who is it for?
- This year's theme: Compassion
- Suggested text for Social Media (Instagram, Facebook, Twitter)
- About this year's artwork by Murugiah
- Images, Videos & other assets for Social Media (including Compassion by Murugiah, Simple Acts illustrations and Refugee Week templates)
- Logos
- Partners

Looking for more information about What Refugee Week is? This year's theme? How to get involved? How to organise your own event? Visit:

[Hold an event](#)
[Children & Young People](#)



What is Refugee Week?

19th-25th June 2023

Refugee Week is the world's largest arts & culture festival celebrating the contributions, creativity and resilience of people seeking sanctuary. It's been running in the UK since 1998 and is always the week around World Refugee Day (20 June).

This year is a big one in the UK as it's our 25th Anniversary. Our theme is compassion and we invite everyone to celebrate what compassion looks like in action.

Through a programme of arts & culture, sports and educational activities alongside exciting media and creative campaigns, Refugee Week brings people from different backgrounds to connect beyond labels, as well as foster a deeper understanding of why people are displaced, and the challenges people face when seeking sanctuary.

Who can take part?

It's an umbrella festival which means anyone can take part no matter where they are. Last year, an estimated 1.6 million people took part in Refugee Week, with over 1000 events all across the UK (including Scotland, Wales and Ireland) as well as 5 new international festivals (Berlin, Greece, Hong Kong, Malta, Taiwan), joining the long standing Refugee Week Australia.

Who is it for?

Refugee Week is for everyone. Anyone can get involved whether you have 5 minutes or 5 months to prepare something. In the past, we've had all sorts of individuals, groups and organisations take part such as: sports clubs, faith groups, schools, businesses, arts organisations, community groups and people at home. Activities have included performances, artistic commissions, creative workshops, school activities, community get togethers, football tournaments, faith events, cooking classes, meals, walks, talks and podcasts – just to name a few!



About this year's theme:

Compassion

For Refugee Week's 25th anniversary we invite you to celebrate what compassion looks like in action. Together we can create a shared understanding of compassion to ensure we are extending it widely to all.

"Our task must be to free ourselves – by widening our circles of compassion to embrace all living creatures and the whole of nature in its beauty."- Albert Einstein

Compassion

Why Compassion?

The last few years have been challenging for all of us. We are still adjusting to new realities post-lockdown as well as responding to new crises. In the UK, dangerous anti-migration government rhetoric continues, along with inhumane conditions for asylum seekers.

But, none of these things happen in isolation. We know how interconnected our world is: how something seemingly “far away” impacts everyone. All of this makes us even more aware of the need to widen our circles of compassion.

Within our own experiences are all the tools we need to be compassionate, not just to ourselves and those in our immediate circle but to all our human neighbours and our one shared home, planet earth.



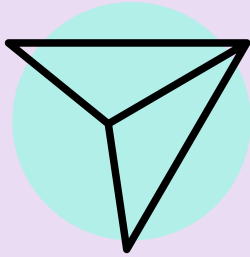
Help us spread the word!

In the next slides you'll find some ideas for text and imagery you can use on your social media channels.



Instagram Captions

Here are some ideas for text you can use as Instagram captions



This year's Refugee Week is celebrating 'Compassion', and everyone is invited to explore what compassion looks like in action.

19-25th June 2023

Take part by doing a Simple Act or attending an event near you! To find out what's on & how to get involved visit refugeeweek.org.uk

#RefugeeWeek
#SimpleActs
#CompassionIntoAction



Watch a movie have a chat, share a dish, use your platform...

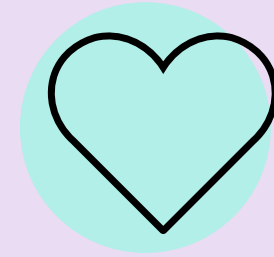
There are so many simple ways to get involved in this year's Refugee Week.

What will you do to turn
#CompassionIntoAction this year?

Simple Acts are everyday actions we can all do to stand with refugees, make new connections in our communities & be part of a global movement taking small steps to create big change.

19-25th June 2023
refugeeweek.org.uk

#RefugeeWeek #SimpleActs
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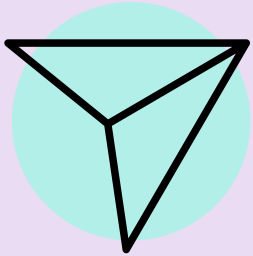
To find out what's on near you & how to get involved visit refugeeweek.org.uk

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Facebook posts

Here are some ideas for text you can use on your Facebook posts



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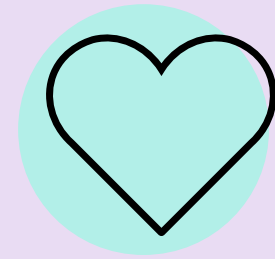
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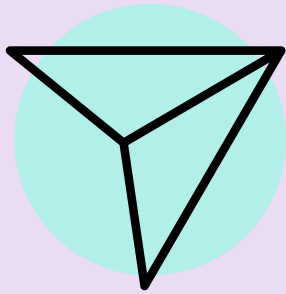
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Tweets!

Here is some suggested text you can use for your Twitter posts



Get involved in Refugee Week, the world's largest arts & culture festival celebrating the contributions, resilience and creativity of people seeking sanctuary.

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To see what's on visit
refugeeweek.org.uk

#SimpleActs #RefugeeWeek
#CompassionIntoAction

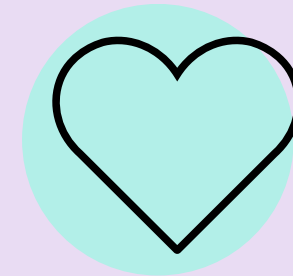


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About this year's poster by Murugiah

For Refugee Week 2023, we worked with the artist Murugiah to create a brand new illustration based on this year's theme of Compassion.

We welcome everyone to use this artwork to spread awareness of Refugee Week and promote your own activities. On the next slide you'll find a folder of digital files (the poster in different sizes and formats) and on the Refugee Week shop you can order free postcards and posters to promote Refugee Week locally. You can also help support Refugee Week by buying some merchandise from our shop.

Want to know more about how this year's design came together? Visit our website here to read about how Murugiah worked with a young group of asylum seekers and refugees from Compass Collective to inspire his design.



Images, videos & other assets

You are invited to use these assets to help raise awareness of Refugee Week and promote your activities



Download here



Download here



Download here



Please credit artist Murugiah where possible
Insta handle: @_Murugiah
Twitter: @Murugiah_

Logos



**Refugee
Week**



Refugee
Week



[Access logos here](#)

Design your own!

Use individual design elements to build your own designs for Refugee Week. We can't wait to see how your help spread the word and what events you put on!

Download Here

Order posters, postcards & merch from our shop

Visit the refugeeweek.org.uk shop to order free posters & postcards or buy tshirts to help spread the word and support Refugee Week

Shop [here](https://refugeeweek.org.uk)



Our Other Packs

Children and Young People's Pack

This pack has a range of activity ideas and resources for children of all ages that can be explored at school, home or community settings. There are lots of ways schools and educators can take part!

Event Organiser Pack

This fantastic resource will take you through what Refugee Week is, ways you can get involved, our values and ethos as well as helpful things to consider as you plan your event (from working in partnership to promoting your event!).



Partners

Refugee Week is a partnership project coordinated by Counterpoints Arts. Refugee Festival Scotland is coordinated by Scottish Refugee Council and Refugee Week Wales by Welsh Refugee Council.

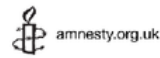
Refugee Week was founded in Australia, and the longstanding programme there is run by Australian Refugee Council.

Refugee Week is growing internationally and this year will take place in Berlin, Greece, Hong Kong, Ireland, Malta, South Africa and Taiwan, coordinated independently, with support from Counterpoints Arts.

Feedback & Questions

What did you think of this pack? Send your questions and feedback to hello@counterpointsarts.org.uk

coordinated by **COUNTERPOINTS.**



Refugee Week is coordinated by **COUNTERPOINTS.**