
WORLD REFUGEE DAY 2015

Digital Toolkit



The Concept

#WorldRefugeeDay

This year's theme is **Get to Know a Refugee** – Ordinary people living through extraordinary times. The goal is to connect the public with stories of refugees, who are just like us. Students, daughters, violinists and sports players will all be featured. Everyone is invited to get to know a refugee by reading and sharing stories that highlight the common bonds between people. This year we will also be highlighting stories from Goodwill Ambassador Khaled Hosseini and High Profile Supporter Helena Christensen.

The website this year is www.refugeeday.org. Here you will find a number of stories, ways to share them on social media and ways to engage with UNHCR.



Follow us for all the
latest updates!

Twitter:

[@UNRefugeeAgency](https://twitter.com/UNRefugeeAgency)

Facebook:

[Facebook/UNrefugees](https://www.facebook.com/UNrefugees)

Instagram

[Instagram/usaforunhcr](https://www.instagram.com/usaforunhcr)

Blog

UNrefugees.org/blog

Social Messages

#WorldRefugeeDay

Twitter Messages *(pair a tweet with a sharable twitter image!)*

- Ordinary people – forced to flee. Get to know a remarkable individual: <http://bit.ly/WRD-2015>. #WorldRefugeeDay.
- Millions flee their homes. Ordinary people living through extraordinary times. Get to know them: <http://bit.ly/WRD-2015> #WorldRefugeeDay
- Violinist. Sister. Student. Refugee. Get to know Mariela: <http://bit.ly/WRD-2015> #WorldRefugeeDay
- Poet. Brother. Student. Refugee. Get to know Hany: <http://bit.ly/WRD-2015> #WorldRefugeeDay.
- Roller Skater. Daughter. Refugee. Get to know Yadira: <http://bit.ly/WRD-2015> #WorldRefugeeDay
- “I left my home in Syria because of the war. It is here in the U.S. that my life has begun”. Meet Mariela: <http://bit.ly/WRD-2015> #WorldRefugeeDay
- The U.S. resettles more #refugees than any country. Join us in thanking the American people for their generosity. RT! #WorldRefugeeDay
- Americans are providing life-saving humanitarian aid to our global emergency operations. Learn more: <http://bit.ly/WRD-2015> #WorldRefugeeDay
- #WorldRefugeeDay events are happening around the United States! See if one is near you: <http://bit.ly/WRD-2015>

Facebook Messages

- Refugees are ordinary people living through extraordinary times. They are daughters, poets, violinists and also happen to be refugees. Get to know the remarkable individuals behind the news headlines and share their stories with your friends and families this #WorldRefugeeDay. www.refugeeday.org [INSERT IMAGE]
- This #WorldRefugeeDay get to know an ordinary but remarkable refugee. Refugees are just like us - brothers, artists, musicians and athletes. Get to know them and share their stories. www.refugeeday.org [INSERT IMAGE]
- The United States is home to many refugees who have found safety and are contributing to their communities across the US. Meet Mariela, a violinist, sister and student from Syria. Get to know her and share her story. #WorldRefugeeDay www.refugeeday.org [INSERT IMAGE]

Images to share on Facebook, Twitter, etc.

Download images for Twitter and Facebook [here](#).



Facebook Cover Photos

Download Facebook Covers [here](#).



Watch out for more!

#WorldRefugeeDay

Make sure to follow @UNRefugeeAgency on twitter for the following content and updates from events/milestones happening on and around World Refugee Day, June 20th.

Kat Graham Trip



Actress, singer and UNHCR High Profile supporter Kat Graham will be traveling on mission to Mexico and Guatemala with UNHCR in late June. Look for stories, social media and updates from her trip by following @KatGraham on twitter.

Events around the U.S.



Dozens of events will take place around the United States on and around June 20th to coincide with World Refugee Day celebrations – including a special performance at The Kennedy Center in Washington, D.C.

Learn more about all the events: www.refugeeday.org/events

Press Releases



On June 18th, UNHCR will release the 2015 Trends report highlighting the newest global numbers on forced displaced worldwide. Additionally, UNHCR Special Envoy Angelina Jolie will make a statement.

Both will be featured on www.UNrefugees.org



THANK YOU!

Questions?

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