

Arts Day on the Hill Advocacy Tool Kit



In advance of the Canadian Arts Coalition's 2024 Arts Day on the Hill **November 19**, we have created this guide to provide an engagement toolkit for members to support the Coalition's advocacy from coast to coast to coast.

The support and participation of members who will remain in their communities is essential as it further demonstrates the national scope in Coalition membership and unity.

Objectives

- Introduce the Canadian Arts Coalition to key stakeholders in the federal government and convey the Coalition's mission, activities, and priorities. This includes Members of Parliament, Ministers, senior political staff, Senators, and department officials.
- Increase sector awareness of the Coalition's ongoing advocacy efforts through increased engagement on social media.
- Chronicle what's happening on the ground in real-time.
- Promote and push our pre-budget submission.

The Ask

That the Government of Canada permanently allocate at least 1% of its overall spending towards arts, culture and heritage. To achieve this for the 2025-26 fiscal year, the Government should increase its allocations by \$270 million, specifically:

- **An increase of \$140 million to the Canada Council for the Arts; and**
- **An increase of \$130 million to the Department of Canadian Heritage.**

What Can I Do?

In advance of Arts Day on the Hill, all members are asked to **upload photos** to the [Google Drive](#) by Friday, **October 25, 2024**. This may include recent advocacy efforts, meetings with elected officials, photos of elected officials and politicians at your events, or photos from previous Arts Day on the Hill. Please share any photos, videos, and content related to Arts Day with Annyse Hawkins (annyse.hawkins@paainc.ca).



How Should I Engage on Social Media?

Share Coalition Social Media Posts

Beginning on **Friday, October 18th** the Coalition will begin posting weekly on all social media platforms. To increase visibility and engagement we ask that Coalition members who have the capacity to share/re-post do so from both their personal and organization/association accounts.

Comment & Like

Positive comments and engagement provide us with the opportunity to boost the recognition and impact of the Coalition. When individuals/organizations outside of the membership engage with our social media posts it will be important to like/respond to them. Coalition accounts:

[Facebook](#), [X \(formerly Twitter\)](#), [Instagram](#), [LinkedIn](#)

Post from your personal or organisation's accounts

All posts should be accompanied by at least one image or video.

Aligning with our objectives, we want the message to convey the advocacy goals of the Coalition, our support for the sector, and push our [ask for 1% of Government spending to the arts](#).

Use Canadian Arts Coalition Arts Day Hashtags

#ArtsDay2024

#CdnPoli

Tag Your Politicians

| Name | Social Media Handles |
|---|--|
| Canadian Arts Coalition | X: @ ArtsCoalitionCa LinkedIn: @ Canadian Arts Coalition Instagram: @ artscoalitionca Facebook: Canadian Arts Coalition |
| Chrystia Freeland, Deputy Prime Minister and Minister of Finance | X: @ cafreeland LinkedIn: @ Chrystia Freeland Instagram: @ chrystiafreeland Facebook: @ Chrystia Freeland |
| Pascale St-Onge, Minister of Canadian Heritage | X: @ PascaleStOnge LinkedIn: @ Pascale St-Onge Instagram: @ pascale.stonge Facebook: @ Pascale St-Onge Brome-Missisquoi |
| Justin Trudeau, Prime Minister | X: @ JustinTrudeau LinkedIn: @ Justin Trudeau Instagram: @ justinpjtrudeau Facebook: @ Justin Trudeau |
| Damien Kurek, Conservative Shadow Minister for Canadian Heritage | X: @ dckurek LinkedIn: @ Damien C. Kurek Instagram: @ dckurek Facebook: @ Damien C. Kurek |
| Martin Champoux, Bloc Québécois Critic for Heritage, Arts and Culture | X: @ martchampoux LinkedIn: @ Martin Champoux Instagram: @ martinchampouxbq |
| Niki Ashton, New Democratic Party Critic for Canadian Heritage | X: @ nikiashton Instagram: @ nikiashtonmp Facebook: @ Niki Ashton |

Social Media Dos and Don'ts

- It is essential that the Coalition and its members **remain non-partisan**. Posts should not favour or criticize one party over another.
- It is important to remain **politically neutral**, both in person and when engaging in online posts.
- Do discuss the **impact, history, and mission of the Coalition**.
- Do discuss the topics of meetings and statements **that Coalition members** have said.
 - Example: We asked the Minister of Canadian Heritage to implement our ask of 1% spending.
- **Don't name a Member of Parliament** and mention any promises, commitments, or specific comments made during the meeting. (Further explained under Chatham House Rule below.)

What are Chatham House Rules?

While not officially the rule for social media, the custom in Ottawa is to maintain the Chatham House Rule in all social media posts. Under the Rule, participants are free to use the information they have received but are **not** allowed to identify the affiliation or the identify of the speaker.

Example of what not to do : "In a meeting with Member of Parliament Andrew Walker, he stated that he and his government are supporting an increase to the Canada Council and the sector broadly."

Members can share if, during their meetings, a Member of Parliament indicated their support for the sector's ask for an increase to the Canada Council, but should not identify any Member by name.

This rule includes statements made during the reception or in meetings that members have, even outside of Arts Day, that they would like to post online.

Questions?

If you have any questions in advance of, or during, Arts Day on the Hill, please contact Annyse Hawkins (annyse.hawkins@paainc.ca) or (647-883-2464).

Thank you for your advocacy!