Media Guidelines

Social Media Advertisement:

1. **Engaging Visuals**: Use eye-catching graphics, colors, and images. The use of video can be very effective in getting people's attention.

2. **Clear Message**: Keep the message simple and easy to understand.

3. **Call to Action**: Encourage participation by including a clear call to action, such as "Join us for a fun-filled event!" or "Learn about being treaty people with us!"

4. **Interactive Elements**: Consider incorporating interactive elements like polls, quizzes, or questions to encourage engagement.

5. **Hashtags**: Include relevant hashtags to reach a wider audience and connect with others interested in treaty topics.

6. **Inclusivity**: Ensure that the advertisement is inclusive and welcoming to all students, regardless of background or ability.

7. **Accessibility**: Make sure the advertisement is accessible to all students, including those with disabilities. Provide alt text for images and captions for videos.

Paper Poster:

1. **Collaborative Creation**: Encourage students to work together to brainstorm ideas and contribute to the design process, fostering a sense of ownership and pride in the final product.

2. **Visual Appeal**: Create a visually appealing poster with bright colors, large fonts, and engaging images.

3. **Key Information**: Include essential details.

4. **Theme Reinforcement**: Use imagery and text that reinforce the theme.

5. **Interactive Elements**: Consider adding tear-off tabs or QR codes that link to additional resources or digital content.

6. **Inclusive Design**: Ensure that the poster is accessible to all students, including those with visual impairments or learning disabilities. Use clear, easy-to-read fonts and provide alternative formats upon request.

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In-Person Event:

1. **Interactive Stations**: Set up interactive stations where students can participate in hands-on activities. Examples include art projects, storytelling sessions, or traditional games.

2. **Guest Speakers**: Invite guest speakers, such as elders or community leaders, to share their knowledge and experiences with the students.

3. **Cultural Performances**: Arrange for cultural performances, such as drum circles, dance demonstrations, or language lessons, to engage and entertain attendees.

4. **Food and Refreshments**: Provide snacks and refreshments that reflect the cultural heritage of treaty people, such as traditional foods or beverages.

5. **Photo Opportunities**: Set up photo booths or backdrops where students can take pictures to commemorate the event and share on social media.

6. **Feedback Stations**: Create feedback stations where students can share their thoughts and ideas about the event, helping to inform future activities and improvements.

7. **Debriefing Session**: Meet to discuss the social media advertisement, the poster, and the in-person event. What worked well? What didn't?