

2021 Welcoming Week

Social Media Toolkit

Overview of the event:

Welcoming Week programming in Philadelphia takes place September 10—24, 2021. Welcoming Week celebrates Philadelphia as an open, friendly, and welcoming environment for immigrants, refugees, and people of all backgrounds.

Hashtags/Relevant Accounts:

Show your support by tagging the Office of Immigrant Affairs on social media.

Facebook and Twitter-[@PhillyOIA](#)

Hashtags:

#WelcomingWeekPHL

Images

Our national partner, Welcoming America, has provided a full array of [graphics and images](#), [Zoom backgrounds](#), and [social media](#) frames for public use. Please download them and use them freely!

Welcoming Week Social Media Campaign:

Join our #WelcomingWeekPHL Social Media Campaign by taking a photo of you or your team with our “[I’m a Welcomer](#)” or “[Philadelphia Welcomes You](#)” sign. Post it to social media, tag @PhillyOIA, and use #WelcomingWeekPHL.

Suggested Facebook Posts:

- Mark your calendar for the 2021 Welcoming Week in Philadelphia from September 10 -24. Make sure to join us for the Office of Immigrant Affairs’ featured event Back to School COVID-19 Vaccination Clinic Resource Fair on Sat, September 11! Register ➡ <https://bit.ly/3BEBE4W>
- Mark your calendar for the 2021 Welcoming Week in Philadelphia from September 10 -24. Make sure to join us for the Office of Immigrant Affairs’ featured event - What is Universal Representation? Monday, September 13, 5 p.m to 7 p.m. ➡ <https://bit.ly/3zZP3UY>

- Mark your calendar for the 2021 Welcoming Week in Philadelphia from September 10 -24. Make sure to join us for the Office of Immigrant Affairs' featured event - Building Bridges, Breaking Barriers on Friday, September 17! Register  <https://forms.gle/jyzEx17U5eMyqkx39>
- Mark your calendar for the 2021 Welcoming Week in Philadelphia from September 10-24. Make sure to join us for the Office of Immigrant Affairs' signature event - Housing Our Refugee Neighbors: A Virtual Workshop on Wednesday, September 22! Register  bit.ly/3z8B8vI
- Spread the word! Welcoming Week is quickly approaching with events from September 10 to 24. Check out the list of events here: phila.gov/welcoming-week
- Hey Philadelphia! Let's show the world what an open and welcoming city we are. Come out and support all the Welcoming Week events happening in Philadelphia from September 10 to 24. phila.gov/welcoming-week [Pair with "[Philadelphia Welcomes You](#)" photo]
- Immigrants and refugees make communities stronger, economically and culturally. Celebrate Welcoming Week with us from September 10 to 24. The list of events can be found here phila.gov/welcoming-week

Suggested Tweets:

- Mark your calendar for the 2021 #WelcomingWeekPHL coming to Philly from September 10 to 24. View the full list of events phila.gov/welcoming-week [Pair with "I'm a Welcomer" or "Philadelphia Welcomes You" photo. See link above.]
- Ready for #WelcomingWeekPHL? View the list of events happening September 10 -24  phila.gov/welcoming-week
- Join us for #WelcomingWeekPHL! We're celebrating with several days of events throughout Philly. Find an event to attend here: phila.gov/welcoming-week
- #WelcomingWeekPHL is quickly approaching with daily events from September 10-24. Check out the list of events here: phila.gov/welcoming-week

Suggested Instagram Posts:

- [Insert organization] welcomes Philadelphia immigrants into the city.
#iamawelcomer
[Pair with “I’m a Welcomer” or “Philadelphia Welcomes You”]
- [insert organization name/ person holding sign] welcomes all in Philly. Take the pledge and be a welcomer. #WelcomingWeekPHL
[Pair with “I’m a Welcomer” or “Philadelphia Welcomes You”]
- Philly is a welcoming city. That’s why [insert organization] invites and welcomes all—no matter their background! #WelcomingWeekPHL
[Pair with “I’m a Welcomer” or “Philadelphia Welcomes You”]
- Philadelphia is a diverse city of different cultures, languages, backgrounds, and foods. That’s why we [insert organization] welcome all into the city.
#WelcomingWeekPHL
[Pair with “I’m a Welcomer” or “Philadelphia Welcomes You”]

Please forward this toolkit to any partners to help share the message.

Questions? Contact Romana Lee-Akiyama, Deputy Director of the Office of Immigrant Affairs (romana.lee-akiyama@phila.gov)