

# 2026

National Indigenous  
History Month



Giving  
Hope  
Today



## The Campaign: National Indigenous History Month

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### National Indigenous History Month

June is National Indigenous History Month in Canada. It is a time for individuals to reflect and learn the history of First Nations, Inuit and Métis people.

**June 21** is also known as National Indigenous Peoples Day, and this year marks the 29th anniversary of celebrating the heritage and achievements of First Nations, Inuit and Métis people.

### Additional Resources

You'll also find an extensive selection of resources on our new Indigenous Ministries website: [www.Salvationist.ca/IndigenousMinistries](http://www.Salvationist.ca/IndigenousMinistries)



## Campaign Sharing Guidelines

### **\*NEW\*** Ministry Units - Sharing Guidelines (PLEASE READ)

As part of our updated Social Media Management process, we kindly ask that ministry units DO NOT post these new campaign creatives directly to their pages. Review the posting schedule and plan to reshare the posts after they've been published. Each campaign includes a schedule outlining when content will go live.

- **Action:** Reshare the original posts from the official Divisional social media accounts, based on the scheduled posting dates provided in the toolkit.

### **\*NEW\*** Divisions - THQ Post Scheduling (PLEASE READ)

Further to our updated Social Media Management process, please be aware that all the posts within this toolkit will be scheduled to each of the Divisional social accounts by the THQ marketing team.




- **Action:** Review the posting schedule for the campaign and plan your other social content around these dates.



## Divisional Accounts by Region

**Ministry Units** - Reshare the original posts from the official Divisional social media accounts, based on the scheduled posting dates provided in the toolkit.

### Bermuda

 <a href="https://www.facebook.com/SalvationArmyBermuda">Facebook.com/SalvationArmyBermuda</a>
 <a href="https://www.x.com/BermudaTSA">X.com/BermudaTSA</a>
 <a href="https://www.instagram.com/SalvationArmyBermuda">Instagram.com/SalvationArmyBermuda</a>




### Alberta and NT

 <a href="https://www.facebook.com/SalvationArmyAB">Facebook.com/SalvationArmyAB</a>
 <a href="https://www.x.com/tsacalgary">X.com/tsacalgary</a>
 <a href="https://www.instagram.com/tsaalberta">Instagram.com/tsaalberta</a>

### Ontario

 <a href="https://www.facebook.com/SalArmyON">Facebook.com/SalArmyON</a>
 <a href="https://www.x.com/salvationarmyON">X.com/salvationarmyON</a>
 <a href="https://www.instagram.com/salvationarmyontario">Instagram.com/salvationarmyontario</a>

### Prairies


 <a href="https://www.facebook.com/TSA.Prairie">Facebook.com/TSA.Prairie</a>
 <a href="https://www.x.com/TSAPrairies">X.com/TSAPrairies</a>
 <a href="https://www.instagram.com/tsaprairie">Instagram.com/tsaprairie</a>



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### British Columbia

 <a href="https://www.facebook.com/TheSalvationArmyBCdivision">Facebook.com/TheSalvationArmyBCdivision</a>
 <a href="https://www.x.com/salarmyBC">X.com/salarmyBC</a>
 <a href="https://www.instagram.com/TSAbritishcolumbia">Instagram.com/TSAbritishcolumbia</a>



### Newfoundland and Labrador

 <a href="https://www.facebook.com/salvationarmyNL">Facebook.com/salvationarmyNL</a>
 <a href="https://www.x.com/SalvationArmyNL">X.com/SalvationArmyNL</a>
 <a href="https://www.instagram.com/salvationarmyNL">Instagram.com/salvationarmyNL</a>

### Maritimes (NS, NB & PEI)

 <a href="https://www.facebook.com/SAMaritimes">Facebook.com/SAMaritimes</a>
 <a href="https://www.x.com/SAMaritimes">X.com/SAMaritimes</a>
 <a href="https://www.instagram.com/SAMaritimes">Instagram.com/SAMaritimes</a>

### Quebec

 <a href="https://www.facebook.com/ArmeedusalutQuebec">Facebook.com/ArmeedusalutQuebec</a>
 <a href="https://www.x.com/Armeedusalutqc">X.com/Armeedusalutqc</a>
 <a href="https://www.instagram.com/armeedusalutquebec">Instagram.com/armeedusalutquebec</a>



## National Pages

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Below are the national social media accounts that will be actively posting.

1. You can **share** our national posts on your local pages
2. Utilize our posts for **inspiration**
3. Make sure you **like, engage** and **comment!**
4. Ensure to **tag** our accounts when you want a bigger reach!

	<a href="https://Facebook.com/SalvationArmy">Facebook.com/SalvationArmy</a>
	<a href="https://Twitter.com/SalvationArmy">Twitter.com/SalvationArmy</a>
	<a href="https://Instagram.com/SalvationArmyCanada">Instagram.com/SalvationArmyCanada</a>

## Appropriate Hashtags

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Hashtags are generally leveraged on platforms such as Twitter and Instagram. Below, you will find a list of hashtags to use. Please use them at your discretion.

*\*Reminder: Do not use your own created hashtags, only leverage hashtags that are relevant or trending.*

Hashtag
#NIHM26
#GivingHopeToday



## Writing prompts – June 21



On National Indigenous Peoples Day, we commemorate the rich cultural and historical contributions of First Nations, Inuit and Métis communities to our nation.

The Salvation Army in Canada is committed to building respectful relationships with Indigenous communities to foster understanding and strengthen connections across our society.

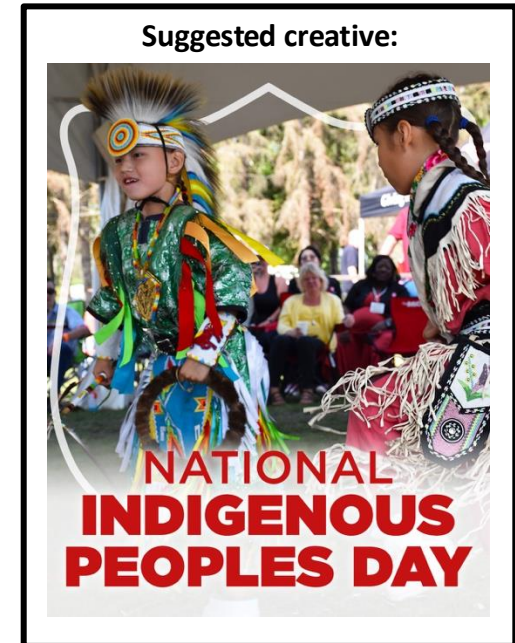


On #NationalIndigenousPeoplesDay, we celebrate the impact and legacy of Canada's First Nations, Inuit and Métis Peoples. The Salvation Army is proud to partner with Indigenous communities for a brighter future for everyone.



On National Indigenous Peoples Day, we commemorate the rich cultural and historical contributions of First Nations, Inuit and Métis communities to our nation.

The Salvation Army in Canada is committed to building respectful relationships with Indigenous communities to foster understanding and strengthen connections across our society.





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Hope  
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# Thank you!

Additional Information

Indigenous Ministries inquiries: [crystal.porter@salvationarmy.ca](mailto:crystal.porter@salvationarmy.ca)

Toolkit Inquiries: [corey.robert@salvationarmy.ca](mailto:corey.robert@salvationarmy.ca)

[2026 Toolkit Calendar](#)