



# THE SWIMMERS SOCIAL MEDIA TOOLKIT

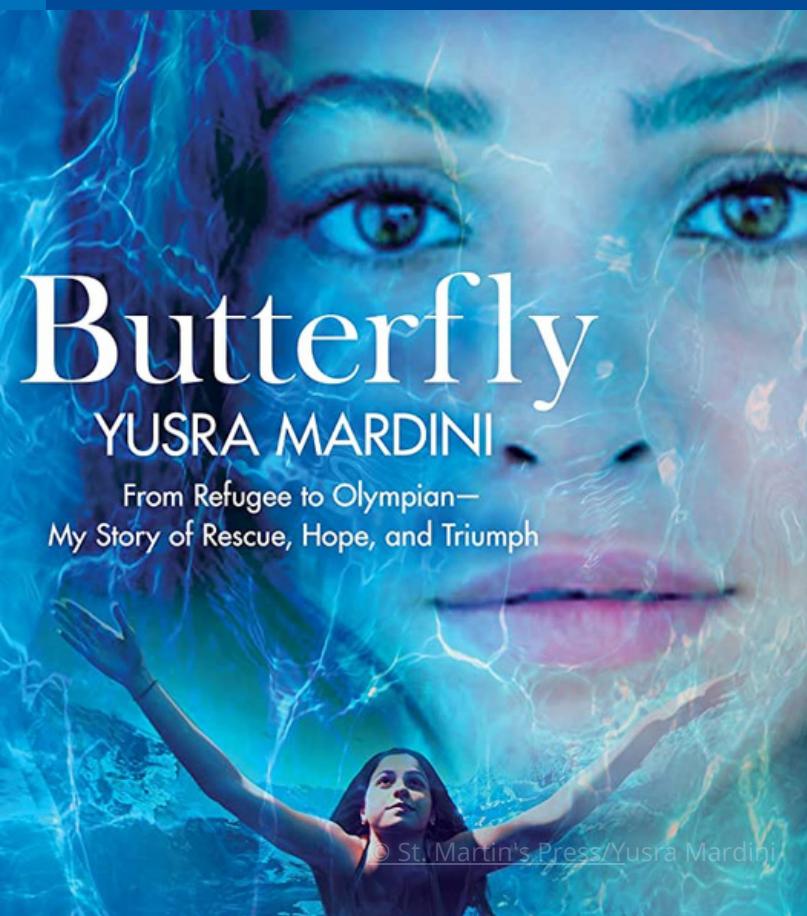


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USA FOR UNHCR'S  
CULTURE COLLECTIVE



## THE SWIMMERS

For people who are forced to flee, the journey to safety can be life-threatening and terrifying. From going days without food and water, to swimming alongside a sinking dinghy on the Aegean Sea, Yusra Mardini's journey depicted in *The Swimmers* is just one of millions made by refugees in the hope of reaching safety.



## BUTTERFLY

Before Yusra Mardini's heroic story was adapted into film, she wrote an autobiography about her journey of fleeing war-torn Syria to reach her dream of swimming at the Olympics. Read *Butterfly* to learn more about how Yusra's courage and determination continue to inspire millions of displaced people around the world.

# Social Media Posts about Featured Content



"The Swimmers" tells the story of UNHCR Goodwill Ambassador Yusra Mardini [tag\*] & her sister, Sara, as they flee Syria and embark on a dangerous journey to safety. Join me in watching the film with USA for UNHCR's [tag\*] Culture Collective.



In her autobiography, *Butterfly*, UNHCR Goodwill Ambassador Yusra Mardini [tag\*] shares about her remarkable journey of becoming an Olympic swimmer after fleeing war-torn Syria. Join me in reading the novel with USA for UNHCR's [tag\*] Culture Collective.



Butterfly & The Swimmers tell the powerful story of UNHCR Goodwill Ambassador Yusra Mardini's [tag\*] journey to safety — from fleeing war in Syria to reaching her dream of becoming an Olympian. Learn more about her story with USA for UNHCR's [tag\*] Culture Collective.



When war broke out in Syria, Yusra Mardini [tag\*] was forced to flee her home. Determined to reach her dream of becoming an Olympic swimmer, she sets out on a remarkable journey to safety. Find out more about Yusra's incredible story through USA for UNHCR's [tag\*] Culture Collective and join me in taking action to help Syrian refugees!

# Social Media Posts about Actions You Can Take



Sign a petition  
Ask an expert  
Cook Syrian cuisine

These are a few things you can do to support Syrian refugees. Join USA for UNHCR's [tag\*] Culture Collective to discover more inspiring content & ways YOU can make a difference for refugees.



Art has the power to support, empower & uplift refugee voices! Whether it's visiting museums or attending concerts, there are many ways to get involved. Join USA for UNHCR's [tag\*] Culture Collective to discover art and other cultural content, and take action to support refugees!

JOIN



Feeling inspired to take action and support Syrian refugees after learning about Yusra Mardini's [tag\*] awe-inspiring story? Join USA for UNHCR's Culture Collective to discover new ways YOU can take action to help refugees.

# USA for UNHCR Social Media Handles



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# Social Media Graphic

Share this graphic on social media to promote The Swimmers and Butterfly with the Culture Collective!

