

TRUTH & RECONCILIATION 2022: Learning With The Past

Canadians have been grappling with the realities of their past toward the treatment of indigenous communities for many years now. In 2021 another inflection point arose when the discovery of mass graves at residential schools brought to the attention of the country (and the world) that something needed to be done to recognize the mistreatment of this important community.

In 2021 we first recognized “Truth and Reconciliation Day”. It presented a day for Canadians to discover the truth of their past mistreatment of the indigenous community in Canada, and catalyzed what was meant to be day of recognition into an ongoing topic of learning and discussion.

SYNTHESIS: ENGAGEMENT GROWTH OF “TRUTH & RECONCILIATION” MENTIONS

+295%

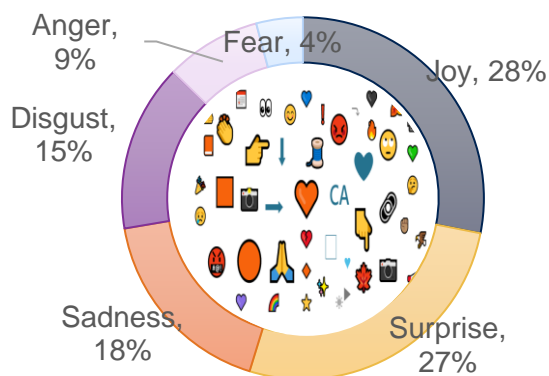
Increase in engagement of “Truth & Reconciliation Day” in the 5 months leading up to the 2022 observance of the day.



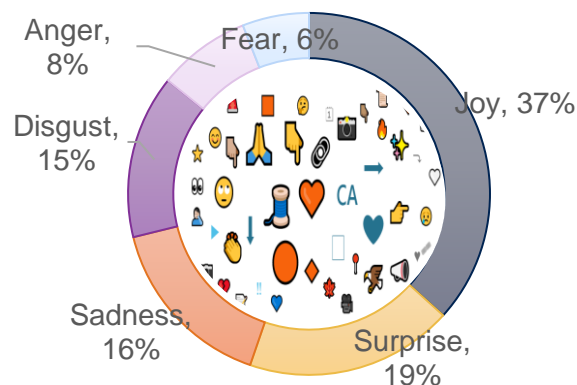
By and large, Canadians focused their social discussion of “Truth and Reconciliation” around remembrance, reconciliation and recognition of the vibrancy of the indigenous community in Canada. 2022 did mark a change in the tonality of the conversation around “Truth and Reconciliation”; changing from with **some joy but underpinned in (negative) surprise** to one **more upbeat and joyful**.

SYNTHESIS: TOP “TRUTH & RECONCILIATION” EMOTIONS AND EMOJIS IN THE SOCIAL CONVERSATION

TRUTH & RECONCILIATION DAY 2021



TRUTH & RECONCILIATION DAY 2022



For more information please contact:

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While Canadians took a more positive tonality to “Truth and Reconciliation Day” in 2022, they also did not forget the reason for the day taking place, with the hashtag **#everychildmatters** driving notable conversation.

The **colour orange** acted as a **powerful symbol** for people to rally around, with people using it as a common social property via hastags, emojis, social displays and the actual wearing of apparel .

SYNTHESIO: TOP HASHTAGS ASSOCIATED WITH “TRUTH AND RECONCILIATION”

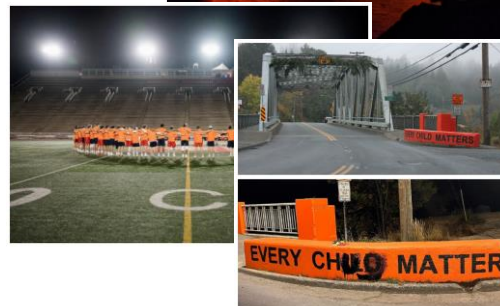
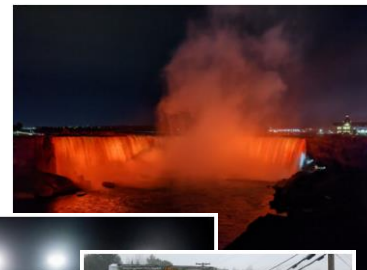
#nationaldayoftruthandreconciliation #standagainstracism #humanitywithheart#standup4humanrights
 #truthandreconciliationday #residentialschools #mmiwg #yourtv
 #nationaldayfortruthandreconciliation #indigenouspeoples
 #mmiwg2s #truthandreconciliation#cdnpoli #truth #landback
 #yyc #rcmp #trc #everychildmatters #reconciliation
 #firstnations #ableg
 #justice #canada #ndtr #orangeshirtday #onpoli #idnont #ottawa
 #mbpoli #abpoli #indigenous #yes #ndtr2022 #trweek #ubc
 #alberta #nb
 #nationaltruthandreconciliationday #bcpoli #orangeshirtday2022
 #reconciliation #truthandreconciliationday2022 #trudeaumustgo #orangeshirt



With orange shirts on in support, staff gathered with members of VSB’s Indigenous Education Department to raise the #EveryChildMatters flag with a song and drumming led by District Vice Principal, Davita Marsden. #OrangeShirtDay #NationalDayForTruthAndReconciliation



#OrangeShirtDay may be over, but the conversation about residential schools and #TruthAndReconciliation continues year-round. @JennyKayDupuis did an excellent segment on @Cityline about how parents can help facilitate these critical conversations.



Recognizing the importance of “Truth and Reconciliation Day” and how it weaves into to the fabric of Canada needs to continue to be a movement and not a single point and time. Recognizing the uneven equality that the indigenous community is faced with is only the first step; learning, atoning and actioning for the future is how we work toward the goal of real equality across groups.

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