



THE SWIMMERS SOCIAL MEDIA TOOLKIT

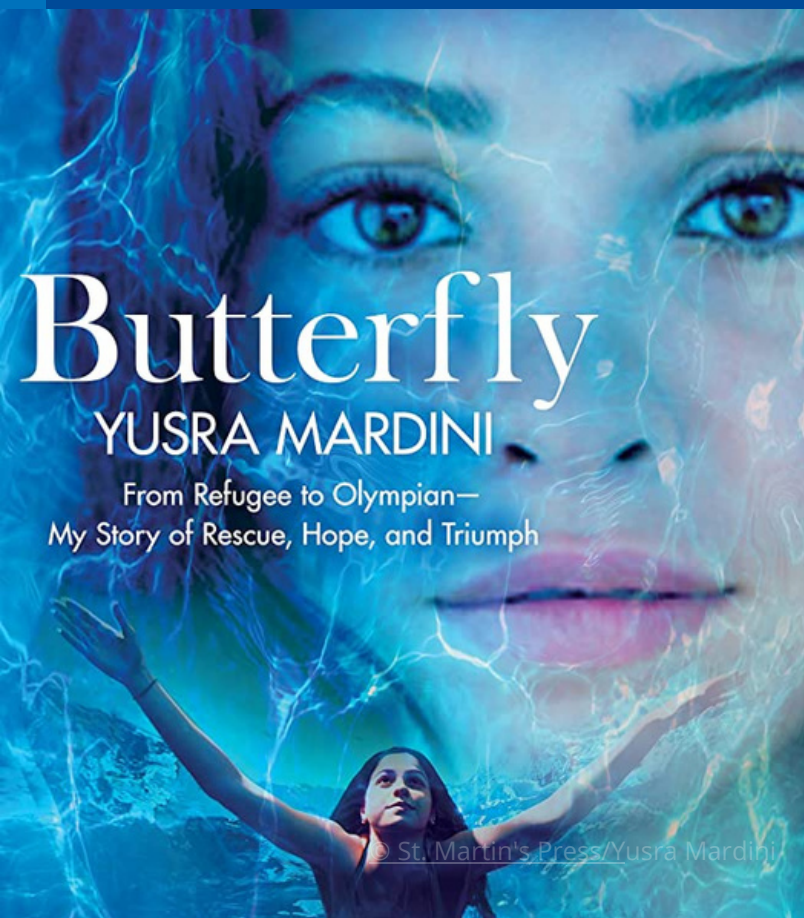


BROUGHT TO YOU BY
USA FOR UNHCR'S
CULTURE COLLECTIVE



THE SWIMMERS

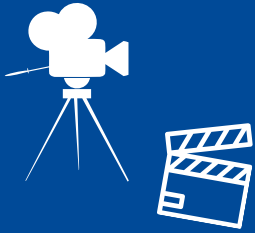
For people who are forced to flee, the journey to safety can be life-threatening and terrifying. From going days without food and water, to swimming alongside a sinking dinghy on the Aegean Sea, Yusra Mardini's journey depicted in *The Swimmers* is just one of millions made by refugees in the hope of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



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



Facebook

facebook.com/UNrefugees



Twitter

[@UNRefugeeAgency](https://twitter.com/UNRefugeeAgency)



Instagram

[@USAforUNHCR](https://www.instagram.com/USAforUNHCR)



LinkedIn

linkedin.com/company/usa-for-unhcr/



TikTok

[@usaforunhcr](https://www.tiktok.com/@usaforunhcr)



Social Media Graphic

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

USA for **UNHCR**
The UN Refugee Agency

CULTURE COLLECTIVE

Discover creative content by
and about Syrian refugees!

THE SWIMMERS

UNHCR/Shawkat Alharfoush

Butterfly
YUSRA MARDINI
From Refugee to Olympian
Story of Rescue, Hope, and Triumph

Like the incredible
Yusra Mardini!