## CEP - Promotional Messaging Scripts

**MESSAGING FOR CURRENT/FORMER LIVE-IN CAREGIVERS**

**Email Message (Edit to suit your organization)**

Dear…………..,

1. Did you come to Canada under the Live-in Caregiver program between 1997 and 2015?
2. Did your immigration status affect your work and educational opportunities?
3. Want to share your experience to help others?

The Citizenship and Employment Precarity (CEP) research project is looking for people who arrived as live-in caregivers to complete an online survey. The CEP survey is for persons who currently live in the Greater Toronto Area and have lived and worked in Canada at least 3 years. The project will analyze how immigration status experiences affect work opportunities and well-being.

***Make Your Experience Count!***

* The survey is completely confidential. No name or identifying info. is required
* It takes approximately 25 minutes
* Receive a *$10 Tim Hortons e-gift card* upon completion

***Go to*** [***www.cep.info.yorku.ca***](http://www.cep.info.yorku.ca)

The CEP project is run by researchers at York University and the University of Toronto in collaboration with community groups across the GTA. For more information, email [cep@yorku.ca](mailto:cep@yorku.caa).

**Facebook and LinkedIn Messages**

Edit and/or chose the most suitable one for your organization.

**Message 1**

Did you come to Canada as a live-in caregiver? Did your immigration status affect your early work and educational opportunities? Share your experience through the CEP immigration and work survey.  Get a $10 Tim Hortons e-gift card! [www.cep.info.yorku.ca](http://www.cep.info.yorku.ca)

**Message 2**

Your experience matters! Did you come to Canada as a live-in caregiver? Share your experience through the CEP immigration and work survey for a Tim Hortons e-gift card! [www.cep.info.yorku.ca](http://www.cep.info.yorku.ca)

**Twitter Messages**

Edit and/or chose the most suitable one for your organization.

**Message 1**

Came to Canada as a live-in caregiver? Share your work experience through the CEP immigration and work survey and receive an e-gift card [www.cep.info.yorku.ca](http://www.cep.info.yorku.ca) #cdnimm #GTA #TO

**Message 2**

Your immigrant experience matters! Share your story through the CEP immigration and work survey for a $10 Tim Hortons e-gift card! [www.cep.info.yorku.ca](http://www.cep.info.yorku.ca) #cdnimm #GTA #TO

**CEP banner image for social media messaging**

