



## 2016 National 4-H Week

### Social Media Toolkit

*This toolkit provides sample messaging to promote National 4-H Week to the following audiences: Alumni, Youth, Volunteers/Professionals*

#### Key Hashtags:

Primary: #4HGrown

Secondary: #TrueLeaders

#### Platform Focus:

- Facebook
- Twitter
- Instagram

#### Tips:

1. Always use the Hashtag, #4HGrown, on all posts.
2. Add images of youth, alumni or volunteers to accompany your posts
3. Add **[state/county]** name or tag state handles/pages where appropriate.

### *Alumni Focused:*

Our history starts with our #4HGrown alumni! Proud to spotlight you this National 4-H Week!

If you have 4-H to thank for your drive, courage & determination today, you are #4HGrown! Show your pride this National 4-H Week!

We want our #4HGrown alum in **[state/county]** to show your pride this National 4-H Week! Share the impact 4-H has had in your life.

### *Youth Focused:*

This National 4-H Week, **[state/county]** is proud to celebrate the #TrueLeaders we raise to be #4HGrown!



Growing #TrueLeaders today means having the support of #4HGrown alumni tomorrow. Join us in celebrating 4-H'ers this National 4-H Week!

You're never too young to be #4HGrown! 4-H'ers, show your pride this National 4-H Week!

### *Volunteer/Professional Focused:*

This National 4-H Week, we honor the adult volunteers who mentor and educate #TrueLeaders. Because of your support, you are #4HGrown!

When it comes to being #4HGrown, it starts with the support of adult volunteers. This National 4-H Week, we celebrate you!

[State/county] volunteers do the work they do because of who #TrueLeaders will become: #4HGrown!

### *General:*

#4HGrowsHere! And together, from youth to alumni to volunteers, we are ALL #4HGrown!

If 4-H has made an impact on your life, you are #4HGrown! Show your pride this National 4-H Week.