



4-H and JOANN Partnership Social Media Toolkit

- Below are sample posts to use to promote the 4-H and JOANN partnership.
 - Be sure to use the official hashtag in all social media posts: **#JOANNhearts4H** (*primary*); **#TrueLeaders** (*secondary*).
 - Tag 4-H and JOANN in your posts:
 - Facebook: @4-H, @JoAnn
 - Twitter: @4H, @JoAnn_Stores
 - Share photos of youth engaged in program activities and events.
-

Sample Posts:

Facebook:

@JOANN & @4-H are empowering more kids in @California4H to learn by doing, creating and making. <http://bit.ly/2zuNwlh> #JOANNhearts4H

Thank you @JOANN for strengthening the creativity, imagination and skills of #TrueLeaders in @California4H through hands-on experiences. <http://bit.ly/2zuNwlh> #JOANNhearts4H

There are so many ways to show love to @California4H through the @4-H and @JOANN partnership! Here's how you can support 4-H and our community by visiting a local JOANN store: <http://bit.ly/2zuNwlh>

The new @4-H Rewards Card is here! Stop by a local @JOANN store now to sign up for free and receive 15% off your purchases. It's a great way to shop with purpose & give back to @4-H! <http://bit.ly/2zuNwlh> #JOANNhearts4H

@California4H is partnering with @JOANN to create and deliver some love to those in need. Join #TrueLeaders at **[store location]** where we'll be making #ValentinesDay cards for the community! <http://bit.ly/2zuNwlh> #JOANNhearts4H

February 1-28, visit a local @JOANN store in California and purchase a \$1 or \$4 Valentine's edition of the popular #PaperClover. <http://bit.ly/2zuNwlh> #JOANNhearts4H

Twitter:

.@JoAnn_Stores & @4-H are empowering more kids in California to learn by doing, creating and making. <http://bit.ly/2zuNwlh> #JOANNhearts4H

Thank you @JoAnn_Stores for strengthening the creativity, imagination & skills of #TrueLeaders in California through hands-on experiences. <http://bit.ly/2zuNwlh> #JOANNhearts4H

There are so many ways to show love to **[STATE]** @4H through the 4-H & JOANN partnership! Here's how you can support our community by visiting local @JoAnn_Stores: <http://bit.ly/2zuNwlh>



4-H and JOANN Partnership Social Media Toolkit

The new 4-H Rewards Card is here! Stop by local @JoAnn_Stores now to sign up for free & receive 15% off your purchases. It's a great way to shop with purpose & give back to @4H! <http://bit.ly/2zuNwlh> #JOANNhearts4H

@California4H is partnering with @JoAnn_Stores to create & deliver love to those in need. Join #TrueLeaders at **[store location]** where we'll be making #ValentinesDay cards for the community! <http://bit.ly/2zuNwlh> #JOANNhearts4H

February 1-28, visit local @JoAnn_Stores in **[STATE]** & purchase a \$1 or \$4 Valentine's edition of the popular @4H #PaperClover. <http://bit.ly/2zuNwlh> #JOANNhearts4H