



Social Media Sample Messaging

This toolkit provides sample messaging to promote National 4-H Week to the following audiences: Alumni, Parents, Youth, Professionals, and Club Leaders.

Key Hashtags:

Primary: #TrueLeaders

Secondary: #4HGrowsHere

Platform Focus:

- Facebook
- Twitter
- Instagram

Tips:

1. Always use the Hashtag, #TrueLeaders, 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.

For 4-H Professionals/Club Leaders:

This National 4-H Week, **[state/county/club]** is proud to celebrate the #TrueLeaders that make our community great.

Every child deserves to be recognized for the great things they are doing. Help us celebrate #TrueLeaders during National 4-H Week by shouting out your favorite 4-H'er.

#TrueLeaders lead by example, empowering their peers and inspiring communities. Happy National 4-H Week from **[state/county/club]**!

4-H'ers, show your pride this National 4-H Week! Share photos of how you are stepping up as #TrueLeaders in your community.



For 4-H Alumni:

Who are #TrueLeaders? They are kids in every community. As a 4-H alum, I'm honored to celebrate #TrueLeaders during National 4-H Week!

Growing #TrueLeaders today means having the support of #4HGrown alumni like me tomorrow. Are you a 4-H alum too? Join me in celebrating 4-H'ers this National 4-H Week!

Fellow 4-H alumni, show your pride this National 4-H Week! Share your favorite memory that demonstrates how 4-H made you into the person you are today, a #TrueLeader.

As a [state name] 4-H alum, I know that #TrueLeaders aren't born, they're grown. Happy National 4-H Week!

For 4-H Parents:

When a child makes a difference, they are a #TrueLeader. During National 4-H Week, I celebrate my 4-H'er, who has the courage to try, who dares to fail and who never gives up!

As a 4-H parent, I am proud of [child name] for being a #TrueLeader in our family and our community. Happy National 4-H Week!

During National 4-H Week, we honor the #TrueLeaders in our community. Who are #TrueLeaders? They are our sons, daughters and grandchildren. They inspire entire communities and have the courage to make a difference. I am so proud of my #TrueLeader.

I am proud of our nation's kids – they are #TrueLeaders that inspire me every day. Happy National 4-H Week to my favorite 4-H'ers.

For 4-H Youth:

As a proud 4-H'er, I know that #TrueLeaders aren't born, they're grown. Happy National 4-H Week!

A true leader perseveres; a true leader shows compassion and courage; a true leader inspires and empowers others. Happy National 4-H Week to my fellow #TrueLeaders!

It's National 4-H Week, and I want to recognize my fellow 4-H'ers for being the #TrueLeaders that our nation so desperately needs. Thank you for inspiring me to make a difference in my community.