## *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: #InspireKidstoDo
* Secondary: #TrueLeaders

### Platform Focus:

* Facebook
* Twitter
* Instagram

### Tips:

1. Always use the Hashtag, **#InspireKidstoDo**, on all posts.
2. Add images of youth, alumni or volunteers to accompany your posts
3. Add **#Montana4H** name or tag **@Montana4-H** page

# For 4-H Professionals/Club Leaders:

This National 4-H Week, Montana 4-H [or YOUR County 4-H] is proud to celebrate the doers of the community who will become the leaders of our nation. #InspireKidstoDo

Every kid deserves to be recognized for the great things they are doing. Help us celebrate #TrueLeaders during National 4-H Week by shouting out a 4-H’er. #InspireKidstoDo

#TrueLeaders do with a purpose, leading by example and empowering their peers to do the same. Happy National 4-H Week from Montana 4-H [or YOUR County 4-H] #InspireKidstoDo

4-H'ers, show your pride this National 4-H Week! Share photos of how you are an inspired doer in your community. #InspireKidstoDo

# For 4-H Alumni:

As a proud #4HGrown alum, I want to inspire kids to get up & DO, just as 4-H inspired me. This National 4-H Week, join me in encouraging #TrueLeaders everywhere to be doers in their communities!

4-H needs #4HGrown alumni like me to #InspireKidstoDo every day. Let’s start with National 4-H Week! Join me in celebrating #TrueLeaders nationwide!

Fellow 4-H alumni, show your pride this National 4-H Week! Share your favorite memory that demonstrates how 4-H inspired you to be a doer! #InspireKidstoDo

**Challenge friends to post**: As a Montana 4-H alum, I am proud to #InspireKidstoDo. Happy National 4-H Week!

# For 4-H Parents:

When a kid does with a purpose, they are a True Leader. During National 4-H Week, I celebrate I’m proud to celebrate my 4-H doer and encourage you to #InspireKidstoDo!

**Challenge Parents to post:** As a 4-H parent, I am proud of [child name] for being a doer in our family and our community. Happy National 4-H Week!

During National 4-H Week, we honor the #TrueLeaders in our community. These are the kids who inspire entire communities and have the courage to make a difference. I am so proud of my True Leader! #InspireKidstoDo

I am proud of our nation’s kids – they are #TrueLeaders that inspire me every day, which is why I’m proud to inspire my kid to be doer at home and in the community! Happy National 4-H Week to my favorite 4-H’er! #InspireKidstoDo

# For 4-H Youth:

I am proud to join other #TrueLeaders in my community to do good! Happy National 4-H Week! #InspireKidstoDo

A true leader does with a purpose; a true leader pursues passions; a true leader contributes to the world around us. Happy National 4-H Week to my fellow #TrueLeaders! #InspireKidstoDo

It’s National 4-H Week, and I want to recognize my fellow 4-H’ers for being the #TrueLeaders and doers that our nation needs. Thank you for inspiring me to make a difference and doing good community! #InspireKidstoDo