



Social Media Guide + Sample Messaging

This toolkit provides sample messaging to promote National 4-H Week's theme, Opportunity4All.

Key Hashtags:

Primary: #Opportunity4All

Secondary: #National4HWeek

Tertiary: #TrueLeaders, #4Hgrown, #FOURWARD

Platform Focus:

- Facebook (@4-H – featured in this guide)
- Twitter (@4H)
- Instagram (national4h)

Tips:

1. Always use the Hashtag, #Opportunity4All, 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. Tag national 4-H using the handles listed with the platform focus.

Sample Social Media Posts:

Happy #National4HWeek! [state/county/club] is proud to support #Opportunity4All kids, and we invite you to celebrate with us this week by showing your @4-H spirit on social media and in your community!

Spanish Translation:

¡Feliz #National4HWeek! [Insertar estado/condado/club] se enorgullece de apoyar la iniciativa #Opportunity4All para los niños, y los invitamos a celebrar con nosotros esta semana mostrando su espíritu @4-H en las redes sociales y en su comunidad.

What does opportunity mean to you? This #National4HWeek, we are lifting up youth voices and helping kids get equal access to the resources they need to thrive. Share what opportunity means to you using #Opportunity4All.

Spanish Translation:

¿Qué significa una Oportunidad para usted? En esta #National4HWeek, levantamos las voces de los jóvenes y ayudamos a los niños a obtener acceso igualitario a los recursos que necesitan para salir adelante. Comparta lo que significa una Oportunidad para usted utilizando el hashtag #Opportunity4All.



***To post leading up to Wednesday, Oct. 7 – National 4-H Week Spirit Day**

Show your @4-H pride and share what opportunity means to you by wearing green or the 4-H clover on Wednesday, October 7 for #National4HWeek spirit day! Decorate an Opportunity4All sign and share your pictures on social media using the hashtag #Opportunity4All.

***To post on Wednesday, Oct. 7 – National 4-H Week Spirit Day**

Today is #National4HWeek spirit day! Celebrate by wearing green or the 4-H clover, decorating an Opportunity4All sign and sharing your pictures and captions of what opportunity means to you using the hashtag #Opportunity4All.

Spanish Translation:

¡Hoy es el día del espíritu de la #National4HWeek! Celebre vistiéndose de verde o llevando puesto el trébol 4-H, decore un cartel de Opportunity4All y comparta sus fotos y comentarios sobre lo que una Oportunidad significa para usted utilizando el hashtag #Opportunity4All.

In @4-H, we believe in the power of young people and their ability to create change in their community. Join us this #National4HWeek in taking the pledge to help eliminate inequities for kids. Take the pledge: <https://bit.ly/2CFrMPE>

This #National4HWeek, give kids the gift of a brighter future by supporting @4-H's #FOURWARD Fund! Learn more about the FOURWARD Fund and how 4-H is working to create #Opportunity4All kids: <https://bit.ly/2CFrMPE>

#TrueLeaders deserve to be recognized for the great things they are doing. Help us support #Opportunity4All during #National4HWeek by leaving a comment to shout out your favorite 4-H'er. #TrueLeaders lead by example in their communities, and @4-H teaches them the skills they need to reach their full potential. Happy #National4HWeek from [state/county/club]! #Opportunity4All

Show your @4-H pride this #National4HWeek! Share photos of how #TrueLeaders are stepping up in your community using the hashtag #Opportunity4All.

Are you a #4HGrown alum? Show your pride this #National4HWeek! Share your favorite memory that demonstrates how @4-H provided you with opportunities that helped you become the person you are today using the hashtag #Opportunity4All.

Today is the last day of #National4HWeek, but we hope you continue to show your @4-H spirit throughout the year. We loved seeing your pictures, and we thank you for helping [state/county/club] celebrate National 4-H Week! #Opportunity4All