**Social Media Toolkit Guide + Sample Messaging**

This toolkit provides sample messaging to promote the 4-H Military Partnership Program during the Month of the Military Child in April.

Key Hashtags:

Primary: #Opportunity4All

Secondary: #MonthoftheMilitaryChild #PurpleUp

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 local images of youth, parents/caregivers or volunteers to accompany your posts.
3. Add [state/county/installation] name or tag these handles/pages where appropriate. Tag national 4-H using the handles listed with the platform focus.
4. Incorporate your own local impact stories.

Sample Social Media Posts:

**General Messaging**

#DYK More than 63,000 military-connected youth participate in @4-H programs through the 4-H Military Partnership! This month, we celebrate #MonthoftheMilitaryChild by uplifting stories of how 4-H is creating opportunities for military-connected youth, families, and communities. Learn more: [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org) #Opportunity4All

As military families navigate the challenges surrounding deployment, reintegration and frequent relocations, the @4-H Military Partnership provides the consistency and connection of 4-H experiences in a safe and nurturing environment. Learn more: [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org) #Opportunity4All #MonthoftheMilitaryChild

The @4-H Military Partnership engages geographically dispersed military youth and families in local 4-H experiences that foster life skills and a sense of belonging. Learn more: [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org) #Opportunity4All #MonthoftheMilitaryChild

**To share the week of April 5, prior to Purple Up for Military Kids**

We are celebrating #MonthoftheMilitaryChild all month long, but April 15 is a special day to celebrate the strength of military youth. Join us in celebrating #PurpleUp Day by wearing something purple. Learn more about how the @4-H Military Partnership offers #Opportunity4All military-connected youth to thrive at [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org)

**To share on Thursday, April 15 for Purple Up for Military Kids**

Today is #PurpleUp Day where we celebrate the strength of military youth. Join us today by wearing something purple and learn more about how the @4-H Military Partnership offers #Opportunity4All military-connected youth to thrive at [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org) #MonthoftheMilitaryChild

\_\_\_\_\_\_\_\_\_\_

**Local Impact Social Media Template**

Military-connected youth in ***[STATE/INSTALLATION]*** are learning ***[EX. LIST A SPECIFIC LIFE SKILL OR PRGORAM EXPEREINCE HERE]*** thanks to @4-H.Learn more about how the 4-H Military Partnership is helping youth, families and communities like these thrive: [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org) #Opportunity4All #MonthoftheMilitaryChild

**Youth Story Social Media Template**

“In [State] 4-H, [local 4-H’er] participated in [club/activity], helping [her/him] develop the [specific hard or soft skills] to [outcomes] and [community impact].”

**Example:**

In Georgia 4-H, Sophia Rodriguez developed the compassion, leadership and expertise to create the program “Tie Dye for Troops Kids” and teach mental health education to more than 500 military connected youth and families.

Sophia’s father’s PTSD provided her with a personal understanding of these unique challenges. “I didn’t know how to talk about it, but through 4-H, I learned it is important to express your feelings and that sometimes it’s ok to not be ok.”

Learn more about how the @4-H Military Partnership is helping youth like Sophia thrive: [www.4-hmilitarypartnership.org](http://www.4-hmilitarypartnership.org) #Opportunity4All #MonthoftheMilitaryChild