



This is 4-H: Pride Month 2022

Social Media Sample Messaging

This toolkit provides sample messaging to celebrate Pride Month as part of the #ThisIs4H campaign.

Key Hashtags:

Primary: #ThisIs4H #Pride #PrideMonth

Secondary: #Opportunity4All

Platform Focus:

- Facebook (@4-H)
- Twitter (@4H)
- Instagram (national4h)

Tips:

1. Always use the Hashtag, #ThisIs4H, on all posts.
2. Add images of your local youth, alumni or volunteers to the template assets
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:

Please remember to share quotes, stories and impact of your local youth, alumni, volunteers and professionals to celebrate our community and make the content personal and relevant

- This #PrideMonth, we're proud of the individuality and the diversity of our 4-H community. We celebrate our #LGBTQIA+ 4-H'ers, volunteers and professionals today and every day. 🏳️ #ThisIs4H #Pride
- Here's to finding #pride in who you are and celebrating it with the world. #ThisIs4H #PrideMonth
- 4-H is proud to be a community of individuals with diverse backgrounds, who are united under one common mission: to help ALL kids make the world a better place. 🏳️ #ThisIs4H
- 4-H is a safe space for ALL youth no matter who you are or who you love. #PrideMonth #Pride #ThisIs4H
- Let's celebrate the uniqueness that makes up each of us! #Opportunity4All #PrideMonth #Pride