Social Media Tool Kit

- These are some sample messages you can use to promote the 2020 4-H Youth in Action Awards Program.
- Make sure to use the official hashtag in all social media posts: #4HYouthinAction.
- Be sure to tag 4-H in your posts:
  - Twitter: @4H
  - Facebook: @4-H
  - Instagram: @national4h

Facebook Content
Promotion Content for June 2019 – October 2019

<table>
<thead>
<tr>
<th>Message</th>
<th>Photo</th>
</tr>
</thead>
<tbody>
<tr>
<td>The #4HYouthinAction Awards are an opportunity to celebrate and recognize #TrueLeaders as powerful forces in their communities. Share your story and you could win a $5K scholarship! <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
<td></td>
</tr>
<tr>
<td>Do you know a @4-H’er who makes an impact in their community and could use a $5K scholarship? Encourage them to learn more about the #4HYouthinAction Awards: <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>The #4HYouthinAction Awards recognize four remarkable #TrueLeaders who exemplify the life-changing impact of @4-H experiences – and each receives a $5K scholarship! Learn more: <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Are you a leader in your community? Would you like to be a spokesperson representing @4-H and receive a $5K scholarship? Share your story of how you’ve made an impact in your community with the #4HYouthinAction Awards! <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Every 4-H’er has a story, and those stories are worth telling! Share your story of the life-changing impact of @4-H by learning more about the #4HYouthinAction Awards! <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Have you positively impacted your community through @4-H experiences in #Agriculture? Share your story through the #4HYouthinAction Awards. You could win a $5K scholarship! Learn more: <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Have you positively impacted your community through @4-H experiences in #STEM? Share your story through the #4HYouthinAction Awards for a chance to receive a $5K scholarship! Learn more: <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Have you positively impacted your community through @4-H experiences in #CivicEngagement? Share your story through the #4HYouthinAction Awards. You could win a $5K scholarship! Learn more: <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Have you positively impacted your community through @4-H experiences in #HealthyLiving? Share your story through the #4HYouthinAction Awards. You could win a $5K scholarship! Learn more: <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Youth with @4-H experiences in raising &amp; training animals, veterinary science, biotechnology or plant science &amp; forestry should apply for the #4HYouthinAction Awards in #Agriculture! Learn more about how you can share your story today! <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Youth with @4-H experiences in community action, communication &amp; expressive arts or civic education &amp; engagement should apply for the #4HYouthinAction Awards in #CivicEngagement! Learn more about how you can share your story today! <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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<td>Youth with @4-H experiences in health, nutrition &amp; fitness or social &amp; emotional well-being should apply for the #4HYouthinAction Awards in #HealthyLiving! Learn more about to share your story today! <a href="http://bit.ly/2IEuEY">http://bit.ly/2IEuEY</a></td>
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YouthInAction winners come from across the country – from urban to rural areas! Get to know Mason McClintock, Civic Engagement winner from a rural town in south Georgia!  

YouthInAction winners come from across the country – from coast to coast! Get to know Elisabeth Watkins, Healthy Living winner from California!  

YouthInAction winners come from across the country – from big cities to small towns! Get to know Clyde Van Dyke, National Winner & #STEM pillar winner from a small town in New York!  

YouthInAction winners come from across the country – from North to South, East to West – even the Midwest! Get to know Addy Battel, #Agriculture pillar winner from Michigan!  

Youth with 4-H experiences in STEM, environmental science or alternative energy should apply for the #4HYouthinAction Awards in #STEM! Learn more about how to share your story today! http://bit.ly/2lEulEV

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**Facebook Content**  
Promotion Content for August 1 – October 22, 2018

**August 1:**  
Calling all #TrueLeaders! Applications for National @4-H Council’s #4HYouthinAction Awards open today. Apply here: http://bit.ly/2lEulEV

Applications for the 2020 #4HYouthinAction Awards are now open! Apply for a chance to share your @4-H story and receive $5K for your impact in one of four awards: http://bit.ly/2lEulEV

Making the best better? Share your @4-H experience with us! Apply for the #4HYouthinAction award, and you could receive a $5K scholarship, an unforgettable trip to Washington, D.C., and more: http://bit.ly/2lEulEV

How are you #PayingItForward through @4-H? We want to hear your impact on the community! Apply now for the 2020 #4HYouthinAction Awards: http://bit.ly/2lEulEV

@4-H’ers with a passion for science, technology, engineering, and math should apply for the @HughesNet-sponsored #4HYouthinAction Award in #STEM: http://bit.ly/2lEulEV

Clyde Van Dyke shared his story and is the 2019 #4HYouthinAction Award #STEM and National Award Winner! Share your 4-H experiences by applying for the #4HYouthinAction Awards, and you could be the 2020 pillar winner! Receive a $5K scholarship in addition to an all-expense paid trip to Washington, D.C.: http://bit.ly/2lEulEV

How have you or a 4-Her you know used 4-H STEM programming to positively impact the community? Tell us by applying for the 2020 #4HYouthinAction Award for #STEM http://bit.ly/2lEulEV

Are you passionate about health and wellness? Apply for the #4HYouthinAction Award in #HealthyLiving: http://bit.ly/2lEulEV

Elisabeth Watkins shared her story and is the 2019 #4HYouthinAction Award winner for #HealthyLiving. Share your 4-H experiences by applying for the #4HYouthinAction Awards, and you could be the 2020 pillar winner and receive a $5K scholarship! http://bit.ly/2lEulEV

Did you know? @4-H’ers are 2x more likely to make healthy choices. Are you one of them? Share your story for a chance to receive a $5K scholarship! http://bit.ly/2lEulEV

A passion for #Ag could earn youth a $5K scholarship through the #4HYouthinAction Award in Agriculture, sponsored by @BayerCropScience: http://bit.ly/2lEulEV

Addy Battel shared her story and is the 2019 #4HYouthinAction Award winner for #Agriculture. Share your 4-H experiences by applying for the #4HYouthinAction Awards, and you could be the 2020 pillar winner and receive a $5K scholarship! http://bit.ly/2lEulEV

Youth are stepping up across the country to help solve some of today’s challenges in #agriculture. Are you one of them? Share your story for a chance to receive a $5K scholarship! http://bit.ly/2lEulEV

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![National 4-H Council](https://www.4-H.org)  
7100 Connecticut Avenue, Chevy Chase, Maryland 20815-4999  
Phone: 301.961.2800 | www.4-H.org


**OCTOBER 8:**
There are only 2 WEEKS LEFT to apply for the #4HYouthinAction Awards and a chance to win $5K. Apply now! [http://bit.ly/2IEuLEV](http://bit.ly/2IEuLEV)

**OCTOBER 15:**

**OCTOBER 21:**

**OCTOBER 22:**

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**Instagram Content**

**Promotion Content for June 2018 – October 2018**

#ShareYour4HStory and you could win a $5K scholarship, an unforgettable trip to Washington, D.C., and more! Visit 4-H.org/YouthInAction to learn more!

Are you a leader in your community? Would you like to be featured on national platforms representing 4-H and receive a $5K scholarship? Share your story of how you’ve made an impact in your community with the #4HYouthinAction Awards! Visit 4-H.org/YouthInAction to learn more!

Youth with 4-H experiences in raising & training animals, veterinary science, biotechnology or plant science & forestry should apply for the #4HYouthinAction Awards in #Agriculture! Learn more about how you can share your story today! Visit 4-H.org/YouthInAction to learn more!

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**Promotion Content for August 1 – October 22, 2018**

Calling all #TrueLeaders! Applications for National 4-H Council’s #4HYouthinAction Awards open today. Visit 4-H.org/YouthInAction to apply!

Head, Heart, Hands, Health...share your 4-H experience with us! Apply for the #4HYouthinAction award, and you could receive a $5,000 scholarship, an unforgettable trip to Washington, D.C. Visit 4-H.org/YouthInAction to apply!

Clyde Van Dyke is the 2019 #4HYouthinAction Award National Winner & #STEM Winner. Share your 4-H experiences by applying for the #4HYouthinAction Awards, and you could be the 2020 pillar winner! Receive a $5K scholarship in addition to an all-expense paid trip to Washington, D.C.! Visit 4-H.org/YouthInAction to apply!
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<td>Mason McClintock is the 2019 #4HYouthinAction Civic Engagement winner. Share your 4-H experiences by applying for the 2020 #4HYouthinAction Awards, and you could be the next pillar winner and receive a $5K scholarship! Visit 4-H.org/YouthInAction to apply!</td>
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<td>Did you know? A commitment to service is a defining feature of 4-H’ers. How have YOU demonstrated service in your community? Share your story here with the 2020 #4HYouthinAction Awards! Visit 4-H.org/YouthInAction to apply!</td>
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**Twitter Content**

**Promotion Content for June 2018 – October 2018**

How has @4H impacted you? #ShareYour4HStory and you could be a 2020 #4HYouthinAction Award winner and win a $5k scholarship! Learn more: [http://bit.ly/2lEulEV](http://bit.ly/2lEulEV)

#4HYouthinAction is a chance recognize & share the stories of @4H’ers as powerful forces in their communities. You can win a $5k scholarship! [http://bit.ly/2lEulEV](http://bit.ly/2lEulEV)

Know a @4H’er who impacts the community? Encourage them to share their 4-H story with the #4HYouthinAction Awards. Learn more: [http://bit.ly/2lEulEV](http://bit.ly/2lEulEV)


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@4H’ers with a passion for #science, tech should apply for the @HughesNet-sponsored #4HYouthinAction Award in #STEM: [http://bit.ly/2lEulEV](http://bit.ly/2lEulEV)


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**OCTOBER 15:**
1 WEEK LEFT to apply for the #4HYouthinAction Awards! Don’t miss out on this chance to share your @4H story! [http://bit.ly/2lEulEV](http://bit.ly/2lEulEV)

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**Photo Tag:** @national4h
OCTOBER 21:
Applications for the 2020 #4HYouthinAction Awards are due TOMORROW. Submit your @4H story now!

OCTOBER 22:
#4HYouthinAction Awards applications are due TODAY! Last chance to win $5K & share your story at the #4HLegacyAwards http://bit.ly/2lEulEV