



FOURWARD FUND



Social Media Messaging

The following social media messages can be used for promotion of the FOURWARD Fund and 4-H at Home (explained below). Messages can be adapted for the appropriate social media channels and local audiences.

Hashtags:

- Primary: #FOURWARD #4HatHome
- Secondary: #EducationFirstResponders, #COVID19, #BetterTogether, #StayHome

National 4-H Council on Social Media:

- Twitter: @4H
- Facebook: @4-H (included in sample posts)
- Instagram: @national4h

FOURWARD Fund Sample Posts:

- Kids need us now more than ever. @4-H has launched the #FOURWARD Fund so every child can learn and feel connected, regardless of access to school or virtual learning. Learn more about ways to give: [insert your website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #BetterTogether
 - Spanish Translation: Los niños nos necesitan más que nunca. @4-H ha lanzado el Fondo #FOURWARD para que cada niño pueda aprender y sentirse conectado, independientemente de si asiste a la escuela o recibe educación virtual. Obtenga más información sobre las formas de aportar en: [inserte su sitio web o proporcione la URL, o use 4-H.org/StateFOURWARD] #4HatHome #BetterTogether
- @4-H reaches and engages youth across urban, suburban and rural communities, with or without Internet access. We meet youth where they are. If you are able, support the #FOURWARD Fund to help us provide educational resources to families who need them the most during this time. [insert your website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #StayHome
 - Spanish Translation: @4-H se pone en contacto y se compromete con jóvenes en comunidades urbanas, suburbanas y rurales, con o sin acceso a Internet. Nos encontramos con los jóvenes donde están. Si puede, apoye el Fondo #FOURWARD para ayudarnos a brindar recursos educativos a las familias que más los necesitan durante este momento. [inserte su sitio web o proporcione la URL, o use 4-H.org/StateFOURWARD] #4HatHome #StayHome
- The #FOURWARD Fund supports youth across all communities, with or without internet access, to ensure all kids have access to the necessary resources and meaningful learning opportunities as



we all navigate the impacts of #COVID19. If you are able, consider giving to the FOURWARD Fund to help @4-H provide educational resources for families who need them the most. [insert your website and/or giving URL or use 4-H.org/StateFOURWARD] #StayHome #BetterTogether #EducationFirstResponders

- Spanish Translation: El Fondo #FOURWARD apoya a la juventud en todas las comunidades, con o sin acceso a Internet, para garantizar que todos los niños tengan acceso a los recursos necesarios y las significativas oportunidades de aprendizaje mientras todos lidiamos con los efectos del #COVID19. Si puede, considere donar al Fondo FOURWARD para ayudar a @4-H a brindar recursos educativos para las familias que más los necesitan. [inserte su sitio web o proporcione la URL, o use 4-H.org/StateFOURWARD] #StayHome #BetterTogether #EducationFirstResponders
- As the country's largest youth development organization and the only one reaching kids in every community, we provide young people educational resources, caring adult mentors and a sense of belonging as we have done for more than 100 years. @4-H has launched the #FOURWARD Fund so every child can learn and feel connected, regardless of access to school or virtual learning. Learn more about ways to give: [insert your website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #BetterTogether
- 55 million kids have been impacted by school closures and need our help, especially the 7 million who do not have internet access in the US. We've launched the #FOURWARD Fund so every child can learn and feel connected, regardless of access to school or virtual learning. Learn more about ways to give: [insert your website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #EducationFirstResponders

4-H at Home Sample Posts:

National 4-H Council launched "4-H at Home" to provide critical learning resources for kids and teens while they're home from school during COVID-19. These posts can be used as is or can be adapted to promote local programming you're doing at home.

General 4-H at Home Posts:

- Explore at-home learning resources from local @4-H programs across the country, download activity guides and more at #4HatHome! Check back weekly for new hands-on, educational resources created by local 4-H programs. Explore the resources: <https://bit.ly/2zy9Qo7> #EducationFirstResponders
- Get #4HatHome! Check out fun, simple activities the whole family can enjoy that were created by local 4-H programs across the country! Explore the resources on 4-H at Home, and check back for new activities each week: <https://bit.ly/2zy9Qo7> #EducationFirstResponders
- Are you looking for fun and simple at-home learning resources for your kids while they are home from school? Check out #4HatHome for activity ideas and learning resources created by local 4-H programs from across the country! Explore the activities: <https://bit.ly/2zy9Qo7> #EducationFirstResponders
- As #EducationFirstResponders, @4H's network of professionals and volunteers across the country have responded quickly to help young people during #COVID19. Visit #4HatHome to explore activities and at-home learning resources from local 4-H programs that cover topics such as #STEM, #HealthyLiving, Creative Arts & more: <https://bit.ly/2zy9Qo7>

4-H at Home Activity Guide Posts:

National 4-H Council created the 4-H at Home Activity Guide to help kids continue doing and learning all year long.

- We are excited to announce the NEW #4HatHome Activity Guide to help kids continue doing and learning all year long. Download now to explore the activities. <https://bit.ly/3aeDIYI>
#EducationFirstResponders #StayHome
- Find fun and educational at-home activities to keep your kids engaged in learning at home. Download the free #4HatHome Activity Guide for hands-on activities! <https://bit.ly/3aeDIYI>
#EducationFirstResponders #StayHome
- Get #4HatHome! Check out fun, simple activities the whole family can enjoy. Download the free Activity Guide with hands-on educational activities to keep your kids engaged at home. <https://bit.ly/3aeDIYI>
#EducationFirstResponders #StayHome
- Looking for fun, hands-on and educational activities for your kids? Download the free #4HatHome Activity Guide for continued learning! <https://bit.ly/3aeDIYI> #EducationFirstResponders #StayHome
- Millions of students are home from school during #COVID19, and now more than ever, they need access to educational activities and learning resources. That's why 4-H has created the #4HatHome Activity Guide to help kids continue doing and learning. Download for free now: <https://bit.ly/3aeDIYI>
#StayHome
- The #4HatHome Activity Guide provides critical learning resources for kids and teens while they're home from school during COVID-19. Get access to free at-home activities: <https://bit.ly/3aeDIYI>
#EducationFirstResponders #StayHome

