

Raise Your Hand 2019 Social Media Toolkit - Hawaii

Raise Your Hand Activation April 1 – May 15, 2019

1. Encourage your audience to share their #4HGrown experience/photos as a #TBT (Throwback Thursday). Tag alumni, family, friends, and supporters asking them to raise their hand for kids in their community.
2. Leverage #TrueLeaders Tuesday to highlight kids in need of 4-H programs, or kids who are moving the lives of their families, friends and community members forward.
3. Use the official hashtags in all social media posts: #4HGrown & #InspireKidstoDo
4. Other hashtags to use: #TrueLeaders, #TBT
5. Tag 4-H in your posts so we can promote them, and highlight your support:
 - Twitter: @4H
 - Instagram: @National4H
 - Facebook: @4-H (included in sample posts)

Week 1

Monday April 1

We all want our kids to succeed. @4-H programs build their career readiness, autonomy, and independence. Raise Your Hand to vote for Hawaii 4-H to win \$20K so more kids in your community can benefit from hands-on learning! Vote: <https://4-h.org/raise-your-hand/> #InspireKidstoDo

Thursday April 4

What is your favorite @4-H memory? Celebrate #TBT by sharing your photos using #4HGrown and help kids in your community by raising your hand for Hawaii 4-H! Every hand raised is a vote to help our state empower more kids to become #TrueLeaders! Vote: <https://4-h.org/raise-your-hand/> #InspireKidstoDo

Saturday April 6

Raise your hand and help Hawaii 4-H kids get a chance to succeed! Every hand raised is a vote for our state to win \$20K, helping us reach more kids with hands-on learning experiences. Vote: <https://4-h.org/raise-your-hand/> #InspireKidstoDo

Week 2

Tuesday April 9

Are you a #4HGrown alum? Celebrate #TrueLeaders Tuesday by raising your hand to help kids! Vote to help kids in your community get the same skill-building @4-H experience you did. Vote: <https://4-h.org/raise-your-hand/> #InspireKidstoDo

Thursday April 11

Remember the values you learned in @4-H? #TBT to [insert year and subject of image]. Now's your chance to pay it forward & show your pride as being #4HGrown by raising your hand to help kids in your state! Vote: <https://4-h.org/raise-your-hand/> #InspireKidstoDo #TrueLeaders

Week 3

Tuesday April 16

Did you know? @4-H programs in #STEM, #HealthyLiving, #Agriculture, and #CivicEngagement are supported by more than 100 public universities! Vote for Hawaii 4-H on this #TrueLeaders Tuesday to help more kids in our state benefit from 4-H hands-on learning programs. <https://4-h.org/raise-your-hand/>#4HGrown #InspireKidstoDo

Thursday April 18

4-H's history starts with #4HGrown alumni like you and continues with the #TrueLeaders of today! #TBT to [year and subject of photo]! Help kids in our state experience the same life-changing @4-H experiences you did by raising your hand at <https://4-h.org/raise-your-hand/>. #InspireKidstoDo

Saturday April 20

Help Hawaii 4-H #InspireKidstoDo by raising your hand to vote for our state! Every hand raised is a vote for our state to win \$20K so that we can equip more kids with the skills they need to become #TrueLeaders thanks to @TractorSupplyCo! <https://4-h.org/raise-your-hand/> #4HGrown

Week 4

Tuesday April 23

Kids need @4-H to become the True Leaders they are destined to be! Raise your hand on this #TrueLeaders Tuesday to help kids in Hawaii: <https://4-h.org/raise-your-hand/> #4HGrown #InspireKidstoDo

Thursday April 25

Calling all #4HGrown alumni! Celebrate #TBT by sharing your favorite @4-H throwback photo and help us #InspireKidstoDo by raising your hand for Hawaii 4-H! <https://4-h.org/raise-your-hand/>

#TrueLeaders

Saturday April 27

We all want our kids to succeed. @4-H programs build their career readiness, autonomy, and independence. Raise Your Hand – vote for Hawaii 4-H to win \$20K so more kids in our state can benefit through hands-on learning thanks to @TractorSupplyCo! Vote:

<https://4-h.org/raise-your-hand/> #4HGrown #InspireKidstoDo

Week 5

Tuesday April 30

Are you a #4HGrown alum? Raise your Hand! Vote for your state to win \$20K. Help kids in your community get equal access to the same skill-building @4-H experiences you

did. Visit <https://4-h.org/raise-your-hand/> to vote. Voting ends May 15. #InspireKidstoDo #TrueLeaders

Thursday May 2

Support #TrueLeaders in your community on this #TBT, like these 4-H'ers who are **[insert subject of photo]**, by raising your hand for @4-H! Every hand raised is a vote for Hawaii 4-H! <https://4-h.org/raise-your-hand/> #4HGrown #InspireKidstoDo

Week 6

Tuesday May 7

One week left! Raise your hand and help kids get a chance to succeed. Every hand raised is a vote for Hawaii 4-H to win \$20K, helping us reach more #TrueLeaders with hands-on learning experiences through @4-H! Vote: <https://4-h.org/raise-your-hand/> #4HGrown

Thursday May 9

For our final Raise Your Hand #TBT, we are throwing it back to [insert year and subject of image]! Voting ends next week, so be sure to encourage your friends to raise their hand for @4-H at <https://4-h.org/raise-your-hand/>. #4HGrown #InspireKidstoDo

Saturday May 11

Every child deserves the chance to succeed. Raise Your Hand to help kids in our state receive @4-H hands-on learning programs. Thank you again to @TractorSupplyCo for helping 4-H #InspireKidstoDo! Vote now at <https://4-h.org/raise-your-hand/>.

Week 7

Wednesday May 15

Today is the LAST DAY to raise your hand so more kids in Hawaii can benefit from hands-on learning through @4-H. Get your vote in before 4:00 PM Hawaii time at <https://4-h.org/raise-your-hand/>
#4HGrown

#InspireKidstoDo #TrueLeaders