TIP SHEET:
Promoting 4-H on Social Media

MARKETING ONLINE RESOURCE CENTER

How?

- Follow 4-H
  - **Facebook**: 4-H
    https://www.facebook.com/4-h
  - **Twitter**: 4H
    https://twitter.com/4H
  - **Instagram**: national4H
    http://instagram.com/national4h
  - **LinkedIn**: National 4-H Council
    https://www.linkedin.com/company/national-4-h-council
- Mention and promote 4-H handles and hashtags
  Important: Always use **#4H** in ALL social media posts (Facebook, Twitter, Instagram)
- Post, tweet and blog about your 4-H experience, 4-H events, impact, success and mission areas
- Guest blog for National 4-H Council
- Provide 4-H Council with compelling stories of your 4-H and professional experiences
- Provide 4-H Council with your youth stories of impact

Handles & Hashtags

Handles	Hashtags	
@4H	#4H	#FoodSecurity
@Jsirangelo	#4HYouthImpact	#4HNYSD
@4HYouthCC	#4HWomen	#GivetoGrow
@ext100years	#STEM	#4HGROWN
	#HealthLiving	#Mentoring
	#ext100years	

Relevant 4-H Topics

Healthy Living	STEM	Food Security	Other
• Obesity	• Ag innovation	• Agricultural Science	• Mentoring
• Texting/Driving	• Girls and science	• Agri-business	• 4-H Alumni
• Body image	• Energy efficiency		• Entrepreneurship
• Bullying	• Water scarcity		