

4-H GROWS HERE

4-H believes in the power of America's youth to succeed in life; however, too many kids lack opportunities that prepare them with the skills to lead in their lives, community and careers. 4-H is launching Grow True Leaders, a campaign to empower youth with the opportunity to share their voice and show that their skills are making a difference in their communities. The campaign will launch nationwide in April and will run through the end of 2016, with focused activity and promotion at key times of the year around three calls to action—Shout, Share and Support.



Shout

April - June 2016

Honor youth who are making an impact in their lives and the lives of others through Shout outs on your Facebook, Twitter, Instagram and your website using hashtag **#TrueLeaders**.

Goal: Raise visibility for 4-H by creating a groundswell of voices celebrating the power of youth.



Share

July-October 2016

Primary online groundswell beginning in fair and camp season. We will ask 4-H alumni to share how the 4-H pledge is relevant in their life today, through Facebook, Twitter, Instagram and your website using hashtag **#4HGrown**.

Goal: Re-connect alumni to the 4-H community.



Support

November-December 2016

Support 4-H locally and nationally through the gifting of a \$10 digital clover. Check back this summer for exciting updates and resources to support your 4-H program.

In the meantime, don't forget that the TSC/Dell's Paper Clover promotion is April 13-24, 2016. Visit www.4-H.org/MORC to learn more.

Goal: Raise money for your local 4-H program.

How it Works

Hashtags on social media serve two purposes:

1. Allows users to personalize their posts with phrases to emphasize certain aspects of their post.
2. Makes it easy to search for specific posts using a unified hashtag, adding to the viral effect of social media.

Starting April 2nd, begin posting examples of leadership in your area, making sure to use these official hashtags:

#TrueLeaders

#4HGrowsHere

This is your chance to shout out and recognize those kids who are true leaders in your life — and as a result add your voice to a powerful chorus of champions for true leaders across the country.

How to Contribute

Facebook, Twitter, and Instagram all allow the use of Hashtags and Shoutouts. Use these social networks to promote the #TrueLeaders in our communities!



Tell the child's parent or guardian that you would like to highlight the great things they are doing. Share a photo or video of youth and explain how they embody the meaning of #TrueLeaders.



If the child is too young to be on social media (13+) tag their parent, guardian, club leader, extension agent, or teacher instead. Tag others pictured if possible. Always use first names only!

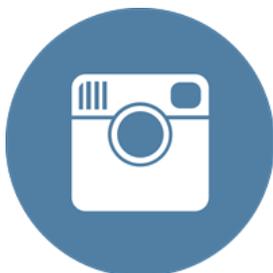


Post these samples on Facebook beginning April 2nd to encourage parents and others in your community to shout out a true leader:

“Shout out a child that perseveres’ a child with compassion and courage; a child that inspires and empowers others. Shout out #TrueLeaders.”

“Kids today are inspiring entire communities, and we call them #TrueLeaders. Join us in recognizing the young leaders of Washington!”

You can tag 4-H in your Facebook posts using @4-H

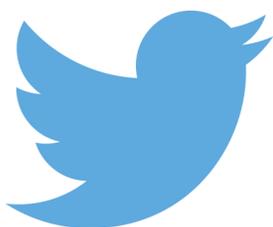


Here are some examples of how to Shout Out on Instagram:

“Shout out #TrueLeaders in your community and help us spread the word that #4HGrowsHere in Washington State and nationwide!”

“@national4h grows leaders in Washington. Recognize kids in your community who are examples of #TrueLeaders by shouting out the great things they are doing. Be sure to tag them, their parents or club leaders, and use #TrueLeaders.”

Be sure to tag 4-H in your Instagram posts using @national4h



Twitter's limited character count packs a punch in a small space:

“From the cities to the farms, every child of Washington 4-H is a true leader in our eyes. Help us shout them out using #TrueLeaders!”

“Shout out #TrueLeaders making a difference in Washington. #4HGrowsHere“

Tag 4-H in your Twitter posts using @4H

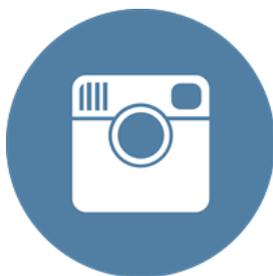
How to Connect

Use the following guides to get connected to Facebook, Twitter, and Instagram.



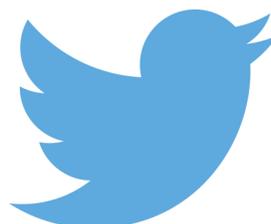
1. Go to www.facebook.com
2. If you see a sign up form, fill out your name, email address or phone number (we recommend email address), password, birthday and gender.
3. Click [Sign Up](#).
4. Once you sign up, you'll need to confirm your email address or phone number. You'll be sent an email or a text message asking you to confirm your sign up.

For more information about how to use Facebook, visit: <https://www.facebook.com/help>



1. Download the Instagram app for iOS from the App Store, for Android from the Google Play Store, or Windows Phone from the Windows Phone Store.
2. Once the app is installed, tap the icon to open it.
3. Tap [Sign Up](#), then enter your email address and tap next or [Log In With Facebook](#) to log in with your Facebook credentials. This option is awesome for sharing content between social media networks!
4. If you registered with email, you'll create a username and password and fill out your profile information. If you registered with Facebook, you'll be prompted to log into your Facebook account.

For more information about how to use Instagram, visit: <http://help.instagram.com>



1. Go to <https://twitter.com>
2. Click the [Sign Up](#) button on the top left.
3. The sign up pages requires you to fill out Fill Name, Phone or Email (we recommend email address) and Password.
4. Upon signing up, you'll be prompted to follow a tutorial. Say yes to follow the tutorial.

For more information about how to use Twitter, visit: <https://support.twitter.com/>

See the following videos for help:

[How to Sign Up](#)

[How to Tweet](#)

[Twitter Basics](#)

For more information, download the ["Grow True Leaders" Toolkit](#).

Visit [The 4-H Brand](#) for branding details and assets.

