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**MOBIUS, VERMONT'S  
MENTORING PARTNERSHIP**



**@MOBIUSMENTORS**

## HOW TO CREATE A SOCIAL MEDIA PLAN FOR VERMONT MENTORING MONTH

January 2018 is [National Mentoring Month](#), and Vermont mentoring programs have a great opportunity to create awareness, action, and donations in support of mentoring! Mentoring program staff can join [the national campaign](#) by sharing these easy-to-use materials, posting fun content and engaging with your audiences. Creating a social media plan can be an effective tool to support and highlight your program's mentoring events and benefit dinners, as well as to recognize and engage with your volunteers and supporters. As you design and implement your social media plans, please feel free to contact Mobius with any questions, concerns or comments at [info@mobiusmentors.org](mailto:info@mobiusmentors.org) or 802-658-1888.



### 1) JOIN THE NATIONAL CONVERSATION

The national campaign is spearheaded by [MENTOR: The National Mentoring Partnership](#). The overarching theme for National Mentoring Month this year is "Mentor in Real Life," which allows us to talk about the real-life benefits of mentoring. The messaging strategy is to position mentoring as a critical component of young people's lives, helping them make the decisions that ultimately lead to improved opportunities and connections, which has an impact in real life.

#### Key Messages and Supporting Talking Points:

- Mentoring has an impact in real life (improved academic, social, and economic prospects)
- As a community, we can't afford to leave mentoring to chance
- Mentoring builds relationships that are as meaningful for the mentor as they are for the young person.
- 9 million kids nationally are in need of mentors, including more than 15,000 in Vermont alone.

*in real life*

### 2) SAVE THE DATES

MENTOR has created a social media calendar and identified specific dates to unite and strengthen social media messaging and get audiences thinking about the inspirational work that mentors do. By posting on these days, we can engage current and potential mentors and supporters to think about how mentoring has affected their own lives:

**January 4, 2018 – I Am A Mentor Day (voting for Mentor of the Year Award ends)**

**January 11, 2018 – National Mentoring Month Kick-off Twitter Chat (3 p.m. ET/1 p.m. PT)**

**January 15, 2018 – Martin Luther King, Jr. Day of Service**

**January 17, 2018 – International Mentoring Day**

**January 25, 2018 – #ThankYourMentor Day**

**TBA - Vermont Mentoring Celebration at the Statehouse**



### 3) MIX IT UP

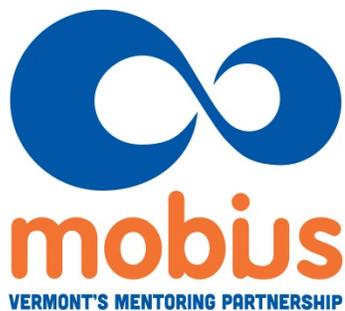
Play around with different ways to educate and engage your audience. Variety and creativity are key!

- Change your Profile Picture and/or Cover Photo (See 'Have Fun with Pictures')
- Include national campaign hashtags: **#MentorIRL** and **#NationalMentoringMonth**
- Post digital images, infographics, print materials and PSA videos (See 'Have Fun with Pictures')
- Integrate different social media platforms: Facebook, Twitter, Instagram, YouTube, etc.
- Discuss improved behavior, aspiration, involvement, education, productivity, success, engagement, etc.
- Reveal the rewards of mentoring by sharing quotes and stories from mentors and mentees
- Connect it to the community

### 4) HAVE FUN WITH PICTURES

Change your profile picture and/or cover photo on all your social media platforms at the beginning of the month to announce the launch of the 2017 National Mentoring Month. Then use different picture post options to mix it up! All mentoring programs will want to use the pictures as a form of mixed media, neither relying on them as content nor over-posting them. You can find all of those images at [this link](#).





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## 5) CAMPAIGN DETAILS

Combine the theme, the special dates, the hashtags, the facts, the pictures, the stories and the rewards of mentoring to create a cohesive language around National Mentoring Month and mentoring in Vermont. Check the [2018 National Mentoring Month toolkit](#) for tons of other social media posts that use common campaign language. Here is a little more information about each of the specific “campaign days” so that you can focus your social media to fit.

### January 4, 2018 – I Am A Mentor Day

- A day for volunteer mentors to celebrate their role and reflect on the ways mentees have enhanced their world.

### January 11, 2018 – National Mentoring Month Kick off Twitter Chat

- A social media opportunity to discuss all things National Mentoring Month and how mentoring is impacting local communities. (3 p.m. ET/12 p.m. PT)

### January 15, 2018 – Martin Luther King, Jr. Day of Service

- A day to share in the inspirational words of MLK, Jr. and elevate the spirit of service through volunteerism.

### January 17, 2018 – International Mentoring Day

- A day of international conversations on social media where photos, video and powerful mentoring stories messages are shared.

### January 25, 2018 – #ThankYourMentor Day

- A day for all who have real life mentoring experiences to thank those who helped them on their path to adulthood and beyond.

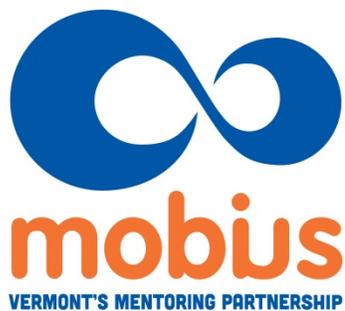
### TBD - Vermont Mentoring Celebration at the Statehouse

- Join Mobius, mentoring staff, and mentors and supporters from programs across the state for our annual Mentoring Celebration at the Vermont Statehouse.

### Official Campaign Hashtags:

#MentorIRL

#NationalMentoringMonth



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## 6) VOTE FOR MENTOR OF THE YEAR AWARD



**SUBMIT YOUR VOTE FOR THE 2018 VERMONT MENTOR OF THE YEAR!**

[READ ALL OF THE FINALISTS' STORIES HERE...](#)



Participating in the Vermont Mentor of the Year Award voting process helps support the local components of this campaign. Remember to cast your vote, and to share the voting process on your social media pages!

*Sample Facebook post:* Mentors! Voting for the #VTMentorOfTheYear is open through January 4<sup>th</sup>, 2018! The nominees and the form to cast your vote can be found here: [www.mobiusmentors.org/comcastmentoroftheyear](http://www.mobiusmentors.org/comcastmentoroftheyear) The winner will be announced later in January, and will receive the award at Mobius' Mentoring Celebration at the State House! #MentorIRL #NationalMentoringMonth

*Sample Twitter post:* Cast your vote now for the #VTMentorOfTheYearAward! Voting is open through 01/04/18. The nominees & the form to cast your vote can be found here: [www.mobiusmentors.org/comcastmentoroftheyear](http://www.mobiusmentors.org/comcastmentoroftheyear). Winner announced later in Jan. and will receive the award at our Mentoring Celebration at the Statehouse. #MentorIRL

*Sample Instagram post:* (photo of nominated mentor pair from your organization) Cast your vote for the 2018 #VTMentorOfTheYearAward! Copy and paste the URL below into your browser to find the list of nominees and the form to cast your vote. #MentorIRL #NationalMentoringMonth #MentoringMatters

## MENTOR'S SAMPLE SOCIAL MEDIA POSTS

- Thank you @... for being my mentor. This #MentoringMonth I hope you'll join me in #ThankYourMentor! #MentorIRL
- I am a proud #MentorIRL! I hope you'll also become a mentor this #MentoringMonth. [bit.ly/BeAMentorIRL](http://bit.ly/BeAMentorIRL)
- This #MentoringMonth, you can be the difference a young person needs to succeed. Become a #MentorIRL. [bit.ly/BeAMentorIRL](http://bit.ly/BeAMentorIRL)

[Link to National Mentoring Month Images](#)

[Link to Mentor in Real Life Clips](#)



To find a mentoring program near you, go to: [www.mobiusmentors.org/agency-selection-page](http://www.mobiusmentors.org/agency-selection-page)