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Minnesota Alliance With Youth Partner Social Media Guide: Promoting Red Wagon Awards



Thank you for your support of the Red Wagon Awards. We have outlined various ways you can help us promote this year's Awards. Please join us by encouraging others to nominate outstanding Youth by Tweeting, posting on Facebook, or posting a blog entry.

Nominations are being accepted through ***June 3rd, 2011.***

Some ways you can help spread the word to your network via social media:

1. Follow @MNYouth on Twitter, <http://twitter.com/mnyouth>. Retweet our tweets and use the suggested tweets below about the Red Wagon Awards.
2. Become a fan and "Like" Minnesota Alliance With Youth on Facebook, <http://www.facebook.com/pages/Minnesota-Alliance-With-Youth/20293264962>
3. Post and entry on your Blog about the Red Wagon Awards.
4. Subscribe to Minnesota Alliance With Youth's YouTube Channel: www.youtube.com/mnyouth. Share the 2010 Red Wagon Awards video on your facebook page or embed on your website.
5. To see last year's ceremony and award winners, visit our [website](#).



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Sample Social Media Posts



Suggested Tweets for Red Wagon Awards

- Red Wagon Awards application now available! Nominate your outstanding Youth here: www.mnyouth.net
- Nominate Youth who demonstrate: increased academic achievement, civic engagement and service, and/or exemplary leadership, here: www.mnyouth.net
- This year marks the 9th Annual Red Wagon Awards! Nominate exceptional Youth who make a difference in their communities, here: www.mnyouth.net
- Red Wagon Awards applications are due Friday, June 3rd, 2011. Nominate your Youth today! www.mnyouth.net

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Suggested facebook posts for Red Wagon Awards

- Minnesota Alliance With Youth is now accepting nominations for Red Wagon Awards! If you know Youth (individual or group) who participate in service or civic engagement, exhibit exemplary leadership, or have increased their academic achievement, nominate them today! Applications are available at www.mnyouth.net
- Recognize Youth from your community! Minnesota Alliance With Youth is now accepting nominations for their 9th Annual Red Wagon Awards. Nominees should demonstrate any or all of the following: increased academic achievement, civic engagement & service and exemplary leadership. Applications are available at www.mnyouth.net
- Are there Youth in your Community working to make a difference through service or civic engagement? Do they demonstrate exemplary leadership? Have they increased their academic achievement? Nominate them for a Minnesota Alliance With Youth Red Wagon Award! Applications are being accepted now through June 3rd, 2011. Visit: www.mnyouth.net, for more information.



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Suggested Blog Post for Red Wagon Awards

[Partner name here and hyperlink to your website] is proud to promote **Minnesota Alliance With Youth's** Red Wagon Awards. As a supporter of Youth, we know how important it is to recognize and celebrate young people's accomplishments.

Research shows – and experience proves - that academic achievement, civic engagement, and leadership development are all keys to a young person's success – and that each impacts the others. Additionally, recognizing and celebrating young people's accomplishments are crucial to their continued success throughout life. With that said, we want to help celebrate the young people you work with!

Minnesota Alliance With Youth would like to recognize young people who have demonstrated success in *any or all* of the following areas:

- **Increased academic achievement:** (i.e. improved attendance, increased GPA)
- **Civic engagement & service:** (i.e. participation in service projects, member of advocacy group, etc.)
- **Exemplary leadership:** (i.e. led a service project, head of student organization, starter of student groups, etc.)

Applications are accepted until June 3rd, 2011. Anyone can nominate youth! We strongly encourage you to nominate a young person or group of young people for this award. Please fill out the online application at www.mnyouth.net. It is great recognition for the youth and also a positive reflection on their community.

A selection committee of Alliance staff, Youth Council members, Alliance board members, key partners, and AmeriCorps Promise Fellows will evaluate each nomination and select award winner. Award winners will be notified by June/July. A ceremony to honor the winners will take place in September of this year. Details about the ceremony will be sent to award winner with their notification.