Women’s History Month Social Media Toolkit

Each March, we mark Women’s History Month as a way to honor, highlight, and elevate the voices and contributions of women worldwide. This year, MENTOR is celebrating Women’s History Month by sharing women’s wisdom and stories about mentoring to inspire individuals to step up and become mentors. Each day, MENTOR will spotlight at least one woman – from history or present day – sharing her own mentoring journey or encouragement through video, photos, and quotes via social media.

We ask that you participate in this campaign by posting the following social media messages on their respective days with the corresponding graphics. Note that all content is embargoed until the day listed. Help us spread the word about the power of women and mentoring throughout March!

Suggested Language - These messages are formatted for Twitter specifically but can also be utilized for other social media channels as long as the tags are adjusted.

General Campaign:

Behind every great woman is a great #MentorIRL! Join us throughout #WomensHistoryMonth as we spotlight powerful women and their relationship to #mentoring. All their stories — plus local mentoring opportunities — can be found at www.mentoring.org/whm! [INSERT GRAPHIC]

March 1: Oprah Winfrey

Even self-made billionaires have help along the way! Throughout her career, @Oprah has benefitted from #mentoring relationships, and continues to pay it forward as a #MentorIRL & advocate! Join the movement at www.mentoring.org/whm #WomensHistoryMonth [INSERT GRAPHIC]

March 2: Megan Sommers

Watch @SteelCitySquash Academic Director and #MentoringSummit Fellow Megan Sommers describe what being a #MentorIRL means to her! Celebrate #WomensHistoryMonth by becoming a mentor today at www.mentoring.org/whm https://www.youtube.com/watch?v=L-6CJhDDKtI

March 3: Aniya Wingate

If you could choose any woman from history to be your #MentorIRL, who would you pick? Find out who beat Beyoncé for youth artist Aniya Wingate, and visit our #WomensHistoryMonth page at www.mentoring.org/whm to mentor a young person in your community! https://www.youtube.com/watch?v=LucErwySxvM
March 4: Virginia Tenpenny

Throughout #WomensHistoryMonth we’re recognizing strong women & those who support them! For Virginia Tenpenny, VP of Global Social Impact @Starbucks that person was #MentorIRL Lucy Helm. Who do you have to thank? Share your story at www.mentoring.org/whm https://www.youtube.com/watch?v=mEJ4w_Wupr0

March 5: Michelle Obama

In honor of #WomensHistoryMonth, we’re highlighting what mentoring means to women. For @MichelleObama? “It’s about showing young people that the world is filled with opportunities, and then helping them seize those opportunities.” Become a #MentorIRL at www.mentoring.org/whm! [INSERT GRAPHIC]

March 6: Alicia Moore

Watch @GreaterMentor Executive Director Alicia Moore explain how her #MentorIRL made all the difference for her growing up. This #WomensHistoryMonth, #BeTheDifference for a young person in your community. Visit www.mentoring.org/whm to become a mentor! https://www.youtube.com/watch?v=O4FR-MyMbYs

March 7: Megan Rapinoe

With the support of her #MentorIRL, @USWNT legendary midfielder @mPinoe knows the importance of taking a stand & standing up for what is right. Find more inspiring #WomensHistoryMonth stories at www.mentoring.org/whm and become a mentor today! https://youtu.be/l9d-ep2I8r8

March 8: International Women’s Day

She can’t be what she can’t see. This #InternationalWomensDay, celebrate the power of relationships to affect change. Become a mentor in real life to drive equality for women & girls. Visit www.mentoring.org/whm to sign up today! #MentorIRL #IWD2019 #WomensHistoryMonth [INSERT GRAPHIC]

March 8: Sadhana Singh

Watch @thedream_us’s Sadhana Singh talk about finding a #MentorIRL as an undocumented youth. Help #BalanceforBetter by searching for local mentoring opportunities on our #WomensHistoryMonth page: www.mentoring.org/whm @womensday #IWD2019 https://www.youtube.com/watch?v=olMoiLL6v7A
March 9: Sally Ride

Nobody breaks the glass ceiling — or the earth’s atmosphere — alone. This #WomensHistoryMonth, we honor Sally Ride’s legacy and the importance of supporting women in #STEM! Tell us about your #MentorIRL at www.mentoring.org/whm

[INSERT GRAPHIC]

March 10: Zahkiya Brown

If @AmericaSCORESNY’s Zahkiya Brown could have any woman from history as her mentor, the #MentoringSummit Fellow would choose Shirley Chisholm for sure. Visit www.mentoring.org/whm for daily #WomensHistoryMonth stories that’ll inspire you to #MentorIRL! https://www.youtube.com/watch?v=LNbxwj6Exq4

March 11: Cammie Erickson

Why does #mentoring matter to Cammie Erickson from @LinkedInImpact? Watch her #WomensHistoryMonth video to find out & then join the mentoring movement at www.mentoring.org/whm! https://www.youtube.com/watch?v=hVAvXsnWfc4

March 12: Liz Murray

“I hope that through my life, I can do a fraction of what you were able to do. I hope I get to make an impact like that.” Watch @Liz_Murray thank her #MentorIRL and find more #WomensHistoryMonth stories at www.mentoring.org/whm https://www.youtube.com/watch?v=TOAwr2XuYQE

March 13: Ayanna Pressley

As the trailblazing congresswoman and #MentorIRL @AyannaPressley understands, mentoring is about empowering the next generation of leaders. Join that effort at www.mentoring.org/whm. #WomensHistoryMonth [INSERT GRAPHIC]

March 14: Representative Abigail Spanberger

In honor of #WomensHistoryMonth, @SpanbergerVA07 is sharing how mentorship shaped her career from the US Postal Inspection Service to the @CIA — all the way to #Congress! Visit www.mentoring.org/whm to become a #MentorIRL today! @RepSpanberger https://www.youtube.com/watch?v=mXa4Gn7ZplY
March 15: Jo-Ann Schofield

@MentoringRI CEO Jo-Ann Schofield shares how her #MentorIRL made a difference: “Without that relationship and her belief in my ability to be a leader, I would not be sitting where I am today.” Tell your story at www.mentoring.org/whm #WomensHistoryMonth
https://www.youtube.com/watch?v=2UPpgi_e-jE

March 16: Samana Budhathoki

If #MentoringSummit Fellow Samana Budhathoki could pick any woman from history to be her #MentorIRL, it would have to be Frida Kahlo. This #WomensHistoryMonth, search the Mentoring Connector for programs near you at www.mentoring.org/whm!
https://www.youtube.com/watch?v=l_LAguqLSFE

March 17: Elizabeth Bass

Watch Elizabeth Bass, Executive Director of @VAMentoring, explain why #mentoring a middle schooler is the best part of her week! Celebrate #WomensHistoryMonth by becoming a #MentorIRL at www.mentoring.org/whm https://www.youtube.com/watch?v=sf8k3XbjEks

March 18: Jane Goodall

How did Dr. Jane Goodall become the world’s leading primatologist without a college degree? The fierce wildlife advocate had mentors who believed in her. Become a #MentorIRL at www.mentoring.org/whm @JaneGoodallInst #WomensHistoryMonth [INSERT GRAPHIC]

March 19: Caryl Stern

Watch @CarylStern, President & CEO of @UNICEFUSA, explain why Audrey Hepburn would make a great #MentorIRL. To find more #WomensHistoryMonth stories and opportunities to empower young people, go to www.mentoring.org/whm!
https://www.youtube.com/watch?v=kGCYl8Xf0Ei

March 20: Josie Kearns

Josie Kearns thanks her drama teacher in our new #WomensHistoryMonth video! The #MentoringSummit Fellow & @LurieChildrens TransMentor Program Coordinator understands that a #MentorIRL can make all the difference. Join us at www.mentoring.org/whm!
https://www.youtube.com/watch?v=G-QDnbeq--4
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March 20: Sheri Schultz

Sheri Schultz, President of the @SchultzFamilyFd & philanthropist, knows that mentors can be a life changing force for youth. This #WomensHistoryMonth, sign up to become a mentor in real life at www.mentoring.org/whm #MentorIRL [INSERT GRAPHIC]

March 21: Sonia Sotomayor

Sonia Sotomayor didn’t become a #SCOTUS Justice on her own - she had mentors to show her the way! How did your #MentorIRL help you realize your potential? Share your story at www.mentoring.org/whm #WomensHistoryMonth [INSERT GRAPHIC]

March 22: Jean Eddy

Jean Eddy, President and CEO of @ASA_org, names the notorious #RBG as her dream #WomensHistoryMonth mentor. But you don’t need to be on the Supreme Court to become a #MentorIRL — visit www.mentoring.org/whm to make a difference! @ASA_Impact #SCOTUS
https://www.youtube.com/watch?v=mwgdvXKkQrg

March 23: Laila Ali

This #WomensHistoryMonth we honor @TheRealLailaAli, a legendary boxer and #MentorIRL! As a #mentoring champion, Laila understands that a few wise words can make a huge impact. Go to www.mentoring.org/whm and search for programs near you!
https://www.youtube.com/watch?v=Y7r_pCzEtO8

March 24: Ayanna Abdul-Ali

Watch #MentoringSummit presenter Ayanna Abdul-Ali thank her #MentorIRL from @IndBigs! You can find all our #WomensHistoryMonth stories — and become a mentor — at www.mentoring.org/whm! https://www.youtube.com/watch?v=ZWq7gfZG_0c
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Engage with MENTOR on Social Media!

Facebook: @MENTORnational

Instagram: @mentornmp

LinkedIn: MENTOR: The National Mentoring Partnership

Twitter: @MENTORnational

Hashtags: #MentorIRL #WomensHistoryMonth
Website: www.mentoring.org/whm