

SAMPLE SOCIAL MEDIA MESSAGES FOR ADVOCATES DURING NATIONAL MENTORING MONTH



CELEBRATE NATIONAL MENTORING MONTH

Established in January of 2002, National Mentoring Month celebrates the powerful impact of mentoring relationships and raises awareness about the increased need for caring adults to become mentors in their communities.

Today, one-third of young people in the United States feel isolated from meaningful connections with adults outside their homes, resulting in a “mentoring gap.” Mentors provide youth with the support, encouragement, and guidance they need to succeed through academic and personal challenges. The pandemic has taken a toll on young people, and it’s more important than ever to close the mentoring gap and equip youth with the tools needed to lead healthy and productive lives.

Every January, the mentoring movement unites in celebration of National Mentoring Month and uses the power of our collective voice to recruit new mentors, advance the mentoring field’s legislative priorities, and drive meaningful change for young people.

CAMPAIGN HASHTAG

- #MentoringMonth

TEMPLATE SOCIAL MEDIA FOR ADVOCATES

Sample messages. Highlighted items require personalization.

- Thank you @ElectedOfficialHandle for your support of youth mentoring in State/City! [PICTURE OF PROGRAM STAFF AND/OR MENTOR-MENTEES] #MentoringMonth #MentoringAmplifies
- 1 in 3 young people are growing up without a mentor, called the mentoring gap. @ElectedOfficialHandle, I urge you to take action to increase public funding for mentoring programs in our community! #MentoringMonth #MentoringAmplifies
- National #MentoringMonth provides an opportunity to pause and reflect on the mentors that have positively impacted our lives. @ElectedOfficialHandle, who helped you get to where you are today? #MentoringAmplifies
- Over 80 percent of adults approve of government investment in mentoring. @ElectedOfficialHandle, I urge you to support increasing public resources to mentoring programs that provide critical services to youth! #MentoringMonth #MentoringAmplifies

THEMED MESSAGES

Use the messaging below to draft your own social media post. Don't forget to tag your elected officials!

- **COMMUNITY VIOLENCE PREVENTION AND INTERVENTION:** Mentoring can offer comprehensive support to youth at risk for committing violence or victimization, as it addresses many risk factors at once. (Learn more about mentoring and youth violence prevention [here](#)).
- **EDUCATION:** Young people facing risk of not completing high school but who had a mentor are more likely to enroll in college, participate in extracurricular activities, hold a leadership position, and volunteer. Further, school-based mentoring programs have been found to have a positive impact on a variety of outcomes, including truancy and absenteeism, scholastic efficacy, school-related misconduct, and peer support. (Learn more about mentoring and education [here](#)).
- **FOSTER AND DISADVANTAGED YOUTH:** Mentoring foster youth can have a positive impact many factors, including mental health, educational attainment, peer relationships, employment, and housing stability. (Learn more about mentoring and foster youth [here](#).)
- **IDENTITY DEVELOPMENT:** Mentoring disadvantaged youth (i.e. BIPOC, LGBTQ+, youth with disabilities) helps build positive identity, confront challenges they may face, and display improved mental health and social-emotional well-being. (Learn more about mentoring for populations of youth [here](#)).
- **MENTAL HEALTH:** Mentoring programs have a meaningful impact on mental health, including improving depressive symptoms and interpersonal relationships, and reducing stress experienced by their parents. (Learn more about mentoring and mental health [here](#)).
- **MILITARY-CONNECTED YOUTH:** Mentoring offers a practical approach to supporting military youth and their families and has previously been shown to improve academic performance and decrease symptoms of depression, while improving social support and parental ratings of stress in the home. (Learn more about mentoring and military- connected youth [here](#)).
- **RURAL YOUTH:** Low-income rural youth report some of the lowest rates of mentoring of any demographic group in the country. This presents an important directive for expansion, as studies show many acute benefits to young people in rural communities. (Learn more about mentoring and rural youth [here](#)).
- **WORKFORCE:** Mentors help young people set career goals connect them to industry professionals to train for and find jobs. Mentoring relationships within workplaces support outcomes like promotion, wage increases, career planning and stability, and employee satisfaction. (Learn more about the business case for mentoring [here](#).)
- **OPIOIDS AND SUBSTANCE USE PREVENTION:** Mentoring programs can be incredible assets to young people in preventing or delaying the initiation of their own use, as well as in building resiliency when adults around them are struggling with their own misuse. Mentors can help at the individual level by providing information, bolstering resistance skills, building networks of support, and addressing factors that may lead youth to initial drug use, such as depression, anxiety, or engagement with negative peer groups. (Learn more about the impact of mentoring on youth impacted by the opioid crisis [here](#).)