

MBK Digital Day of Action

December 14, 2016

Digital Media Toolkit

#IamMBK

Inspiring Mentoring and Community Engagement



What is MBK Digital Day of Action?

For over two years, communities, corporations and local officials across the country have united, organized and mobilized in response to President Obama's My Brother's Keeper call to action. Now, over 250 cities, counties and tribal nations have publicly committed to the work of addressing persistent opportunity gaps faced by boys and young men of color and ensuring that all young people can reach their full potential.

On Wednesday, December 14, 2016, we are inviting all MBK communities and supporters to participate in a Digital Day of Action both to showcase the impact that you have made over these past two years and also to recruit more members of your communities to the work.

The Digital Day of Action is being organized in conjunction with the national White House MBK Summit, which will also take place on December 14 at the White House. The summit will celebrate the accomplishments of the MBK initiative, provide an opportunity for cross-sectorial collaboration, and outline the structure of the continued work of MBK after the Obama Administration. Although invitations to the summit are limited in number, the event will be live-streamed on whitehouse.gov.

MY BROTHER'S KEEPER



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Partners

In addition to the MBK Team, the Digital Day of Action's partners include the Corporation for National and Community Service (CNCS) and MENTOR: The National Partnership for Mentoring.



CNCS is a federal agency that leads United We Serve, the President's Call to Service, and funds thousands of mentoring opportunities through AmeriCorps, Senior Corps, and the Social Innovation Fund.



For more than 25 years, MENTOR has served the mentoring field by providing a public voice; developing and delivering resources to mentoring programs nationwide; and promoting quality for mentoring through evidence-based standards, innovative research and essential tools.

Together, CNCS and MENTOR oversee [Mentor.gov](https://www.mentor.gov), which puts Americans in contact with mentoring opportunities across the country.

Get Involved!

On December 14, take advantage of the #IamMBK Digital Day of Action as an opportunity to inspire members of your community to take an active role in supporting your goals and connecting youth to mentors!

The voices of organizations and community members will be the key to increasing interest in and awareness of mentorship, as well as recruiting new individuals to become involved with the local MBK community. If you want to participate, here are a few ways that you can engage in the #IamMBK Digital Day of Action:

- ❑ **Post your support**

Share with your followers the reasons that you support My Brother's Keeper using the hashtag #IamMBK on Facebook, Twitter, Instagram and Snapchat.

- ❑ **Share a graphic**

Lift up the #IamMBK Digital Day of Action and help ignite the conversation by posting the #IamMBK graphic and driving your followers to Mentor.gov to get involved.

- ❑ **Share a mentoring image**

Post of an image of a child you have mentored or of an individual who mentored you. Tell your audience a little about that person in your post and direct them to mentor.gov to sign up to become a mentor. Don't forget to include #IamMBK!

- ❑ **Share a video**

Record a video/snap telling your followers about the importance of mentorship and encouraging them to get involved in their local MBK community; direct them to Mentor.gov to learn more. Don't forget to include #IamMBK!

Celebrate mentors all week long. **Rally** your friends to participate. **Share** this toolkit and encourage others to participate!

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Partner Accounts

Official Hashtag: #IamMBK

The White House

The Corporation
for National and
Community Service

MENTOR: The National
Mentoring Partnership



[@WhiteHouse](https://www.facebook.com/WhiteHouse)

[@nationalservice](https://www.facebook.com/nationalservice)

[@MENTORnational](https://www.facebook.com/MENTORnational)



[@WhiteHouse](https://twitter.com/WhiteHouse)

[@NationalService](https://twitter.com/NationalService)

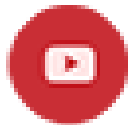
[@MENTORnational](https://twitter.com/MENTORnational)



[@whitehouse](https://www.instagram.com/whitehouse)

[@nationalservice](https://www.instagram.com/nationalservice)

[@mentornmp](https://www.instagram.com/mentornmp)



[The White House](https://www.youtube.com/TheWhiteHouse)

[Corporation for National
and Community Service](https://www.youtube.com/CorporationforNationalandCommunityService)

[MENTOR: The National
Mentoring Partnership](https://www.youtube.com/MENTOR:TheNationalMentoringPartnership)

Sample Messaging: Partner Organizations

Facebook/LinkedIn/Instagram

- Mentors help youth reach their full potential by being there during critical moments. Their presence helps kids stay connected to school, work and community. Become a mentor today! [Mentor.gov](https://www.mentor.gov) #IamMBK

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Twitter

- Mentors help youth reach their full potential by being there during critical moments. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK
- Thank you, mentors for being a positive presence in the lives of youth. Mentoring changes lives. [Mentor.gov](https://www.mentor.gov) #IamMBK
- [Partner] is proud to support mentoring and helping youth succeed. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK

Sample Messaging: Mentors/Mentoring Supporters

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Facebook/LinkedIn/Instagram

- As a mentor OR mentoring supporter, I know I'm making impact on the next generation. The mentors I had growing up helped encourage me to dream big and follow my own path. As a mentor, you learn by teaching and more importantly, by listening. Inspire, lead and become a mentor today. [Mentor.gov](https://www.mentor.gov) #IamMBK

Twitter

- As a mentor OR mentoring supporter, I know I'm making an impact. Inspire, lead and become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK
- The mentors I had growing up helped encourage me to dream big. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK
- Join me in supporting the next generation by being there to listen and learn. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK

Sample Messaging: Mentees

Facebook/LinkedIn/Instagram

- I am thankful for the mentors I had growing up who helped me get where I am today. My mentor changed my life and I know mentoring is making a difference. Join me in supporting the next generation. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK

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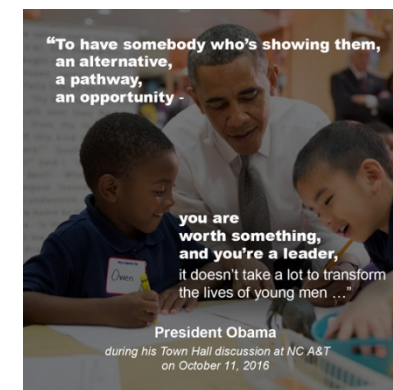


Twitter

- I don't know where I would be without the mentors I had growing up. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK
- My mentor changed my life. I know mentoring makes a difference. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK
- My mentor helped me get to where I am today. Pay it forward for the next generation. Become a mentor. [Mentor.gov](https://www.mentor.gov) #IamMBK

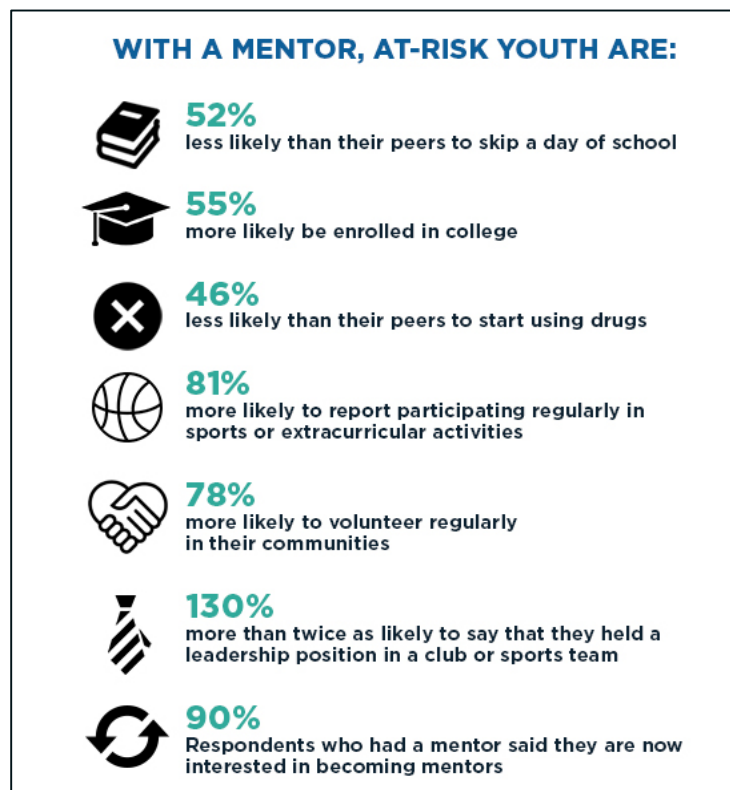
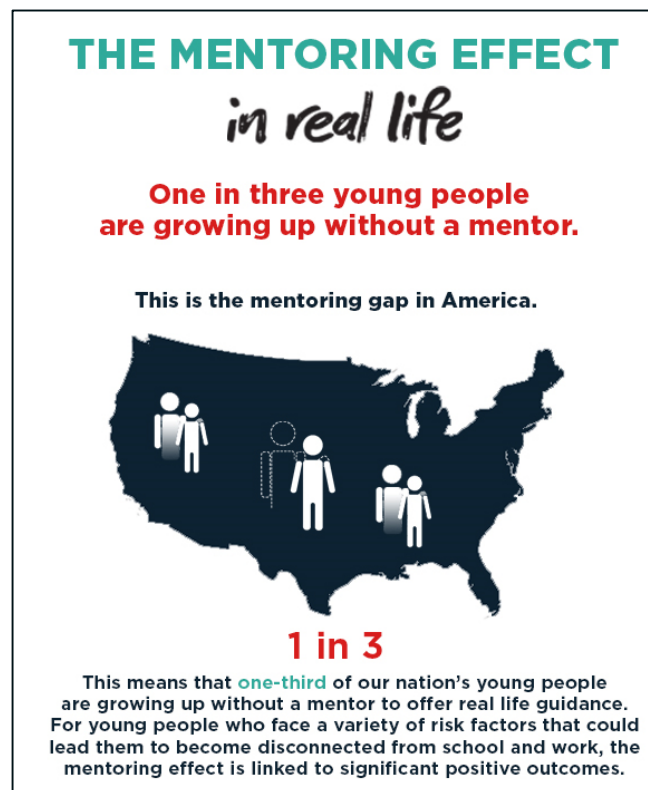
Graphics

Go [here](#) to download graphics to use in social media!



Graphics

Go [here](#) to download an infographic!



Contact Information

If you are a leader of a MBK Community and have any questions, comments or concerns about this Digital Day of Action, please feel free to email Cameron Webb (Bryant_C_Webb@who.eop.gov) with the White House MBK team. We look forward to working with you to highlight the impact and the promise of MBK—both now and for years to come.

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If you are an AmeriCorps, Senior Corps, or Social Innovation Fund program, please send a messages to digitalmedia@cns.gov.

MENTOR-related organizations should contact Matt Meyersohn at mmeyersohn@mentoring.org.