



# Digital Engagement

It's National Mentoring Month! This January, join us in elevating the power of relationships by highlighting the benefits of mentoring, discussing best practices for supporting young people, and sharing inspiring stories from the field. Check out the resources below for ideas and suggestions for how to engage your networks this month on social media, email, and the web!

## CELEBRATE!

Using the suggested messaging and graphics below, help elevate these special dates throughout National Mentoring Month.

### JANUARY 6: I AM A MENTOR DAY

**Suggested Messaging:** Why did you choose to become a #mentor? What has the experience taught you? Celebrate I Am a Mentor Day today by sharing your story and inspiring others to do the same. Learn more at [mentoring.org/nmm](https://mentoring.org/nmm) #MentoringMonth #MentoringAmplifies



### JANUARY 17: INTERNATIONAL MENTORING DAY

**Suggested Messaging:** Around the world, #MentoringAmplifies support systems that uplift youth & strengthen communities. Today, on #InternationalMentoringDay, share your mentoring story & let us know why you joined the movement: <https://bit.ly/3m75Duq> #MentoringMonth #AliDay @alicenter @MentoringDay



### JANUARY 17: DR. MARTIN LUTHER KING DAY OF SERVICE

**Suggested Messaging:** Today we honor Dr. MLK Jr. by continuing his fight for a just and equitable world. By building relationships and communities where people feel heard and valued, #MentoringAmplifies belonging and respect. Join us in this work at: [mentoring.org/nmm](https://mentoring.org/nmm) #MentoringMonth #MLKDay



### JANUARY 27: THANK YOUR MENTOR DAY

**Suggested Messaging:** It's #ThankYourMentor Day! Reply to this post with a show of gratitude for those in your life who have offered support and guidance. Or share your story at: <https://bit.ly/3m75Duq> #MentoringAmplifies #MentoringMonth



## SHARE STORIES

Hearing first-hand accounts from people involved in mentoring relationships and the mentoring field can be a great tool for elevating the power of mentoring. Below are some types of stories you can highlight:

- Thank Your Mentor/Mentee (example)
- Match Stories (example)
- Program Highlight (example)
- Quotes From Leaders In The Field (example)

When posting on social media, use #MentoringMonth and #MentoringAmplifies to contribute to a larger conversation!

## EDUCATE

National Mentoring Month is a great time to engage your network in discussions, initiatives, and resources. Explore the list below for ideas on how to do so:

- Mentoring Tips (example)
- Coffee Hours (example), Panels (example), Webinars (example), and more!
- Book & Podcast Recommendations
- Statistic Graphics (example)

**ACCESS GRAPHICS & FUTURE VIDEOS HERE**





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## KEY MESSAGING

Mentoring is an important component of positive youth development, promoting academic success, engagement in extracurriculars, and connections to new opportunities. You can help grow the mentoring movement by sharing these key speaking points below with your friends and followers during National Mentoring Month and beyond!

- 1 in 3 young people in America are growing up without a mentor outside their family. By growing the mentoring movement, we have a chance to close the mentoring gap and increase young people's access to caring adults.

- MENTOR's research shows the majority of Americans agree that mentoring relationships are powerful tools for connection and are critical for our country's future.

- Nearly 9 in 10 people feel that more mentoring is needed in our country—with more than 8 in 10 supporting the use of government funds to grow mentoring opportunities.

- Mentoring has tangible effects. With a mentor, young people are:

- 52% less likely to skip a day of school.
- 78% more likely to volunteer regularly in their communities.
- 130% more likely to hold a leadership position in a club or sports team.

## SOCIAL MEDIA ACTIVATION

**Hashtags:** #MentoringMonth #MentoringAmplifies #ThankYourMentor

**Twitter:** @MENTORnational

**Facebook:** @MENTORnational

**LinkedIn:** @MENTOR

**Instagram:** @mentornmp

**Call to action:** Join the mentoring movement at [www.mentoring.org/nmm](http://www.mentoring.org/nmm)

### Sample Tweets:

**Tweet 1:** This National #MentoringMonth, reflect on the ways you are helping support the next generation of leaders and change-makers. By connecting young people with caring adults, #MentoringAmplifies positive youth development - consider becoming a mentor today! [mentoring.org/become-a-mentor](http://mentoring.org/become-a-mentor)

**Tweet 2:** 1 in 3 young people are growing up without a mentor, someone outside of their family who they can turn to for support and guidance. This National #MentoringMonth, learn how you can help close that mentoring gap at: [mentoring.org](http://mentoring.org) #MentoringAmplifies

**Tweet 3:** During National #MentoringMonth, take a moment to thank the mentors in your life. Let them know what their support means to you and then inspire others to join the movement by going to [mentoring.org/stories](http://mentoring.org/stories) and sharing your story today! #MentoringAmplifies #ThankYourMentor

**This January, MENTOR will be launching a brand new compelling guide for everyday mentors! This 13-chapter resource will also come with accompanying videos and an audiobook, for all types of learners. Stay tuned for more information!**

