**International Day of Hope**

**Social Media Toolkit**

Download the Social Media Toolkit at [www.internationaldayofhope.org](http://www.internationaldayofhope.org)

**Day Before (July 11)**

**File:** 1\_IDOH\_Day\_Before.png

**Caption:**

**🌻 TOMORROW is the International Day of Hope! 🌍**  
We’re coming together to celebrate that Hope is measurable, teachable, and powerful. 💛

💭 Wondering how to get involved?

📏 Measure your Hope

🌻 Plant a sunflower and share a photo  
🎨 Create a Hope rock or mural  
💛 Do a random act of kindness — spark Hope in someone’s day  
🧠 Teach one Hope skill using the SHINE framework  
🏡 Download the Parent’s Guide and build hope at home  
📄 Submit a proclamation for your city, school, or workplace  
💼 Activate Hope at work with your team  
🚶‍♀️ Host or join a local Hope March  
📣 Tell someone it’s the International Day of Hope — and why it matters to you

Everything you need is at [theshinehopecompany.com]  
#IDOH2025 #InternationalDayOfHope #HopeIsTeachable #HopeStartsWithYou

**On The Day (July 12)**

**File:** 2\_IDOH\_Social\_Toolkit\_Actual\_Day\_Post.png

**Caption:**

🌻 **Today is the International Day of Hope!** 🌍  
Hope is more than a feeling — it’s a skill we can grow, share, and spark together. 💛

Here’s how you can get involved:  
📏 Measure your Hope at www.internationaldayofhope.org/measure-your-hope/  
🌻 Plant a sunflower and share a photo  
🎨 Create a Hope rock or mural  
💛 Do a random act of kindness — spark Hope in someone’s day  
🧠 Teach one Hope skill using the SHINE framework  
🏡 Download the Parent’s Guide and build hope at home  
📄 Submit a proclamation for your city, school, or workplace  
💼 Activate Hope at work with your team  
🚶‍♀️ Host or join a local Hope March  
📣 Tell someone it’s the International Day of Hope — and why it matters to you

Hope is teachable. Hope is powerful. And Hope starts with you.  
#InternationalDayOfHope #LetsShineHope #HopeIsTeachable #HopeStartsWithYou #IDOH2025

**Optional Posting (Can be posted per day leading to IDOH)**

**File:** IDOH\_Promo\_Carousel (1-10) + CTA Slide IDOH\_Promo\_Carousel\_CTA

**Caption:**

🌻 **There are so many ways to celebrate the International Day of Hope — and they’re all simple, joyful, and impactful.**

Swipe through to find the one that speaks to you. 💛👇

📏 Measure your Hope  
🌻 Plant a sunflower  
🎨 Paint a mural or Hope rock  
🧠 Teach a Hope skill  
🏡 Download the Parent’s Guide  
📄 Submit a proclamation  
💼 Activate your workplace  
🚶‍♀️ Host or join a Hope March  
💛 Spark a random act of kindness  
📣 Tell someone it’s #InternationalDayOfHope

Hope is teachable. Hope is powerful. And Hope starts with you.  
✨ Let’s shine hope together.  
#LetsShineHope #IDOH2025 #HopeIsTeachable #HopeStartsWithYou #HopeInAction