

## 2024 Indiana State Fair Social Media Toolkit

### 2024 Indiana State Fair:

**Dates:** August 2-18 (closed on Mondays)

**Theme:** The Art & Nature of Fun

**Indiana State Fair Website:** <https://www.indianastatefair.com/p/state-fair>

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### Purdue Extension and Indiana State Fair Promotional Links:

- **Purdue Extension State Fair Website:** <https://extension.purdue.edu/indiana-state-fair/index.html>
- **Press Release:** <https://puext.in/4cVtvMK>
- **2024 Video:** <https://youtu.be/iUHWHLrLu94>
- **Purdue Extension Building Schedule:** [Purdue Extension Building \(indianastatefair.com\)](https://indianastatefair.com)
- **2024 Livestock Schedule:** <https://puext.in/4bKZ5Ly>
- **Marq Template:** [https://app.marq.com/invitations/accept/inv\\_f3f231e2-bdab-4c8b-8bfa-7fad1292cef5](https://app.marq.com/invitations/accept/inv_f3f231e2-bdab-4c8b-8bfa-7fad1292cef5) (You can change the picture to one of your own)
  - **Link to Marq Training:** [Marq Webinar \(youtube.com\)](https://www.youtube.com/watch?v=...)

### Social Media

#### Grab-and-Go Social Media Posts (Social media handles might need adjusting for each platform):

1. **Post 1:** Looking for something fun to do? Come see #PurdueExtension at the @IndianaStateFairgrounds&EventCenter from now through August 18. From showcasing our @Indiana4-H youth accomplishments to our outreach in agriculture and natural resources, health and well-being, come experience what Extension offers Indiana residents all year-round!
2. **Post 2:** Join us at the 2024 Indiana State Fair from August 2-18 to see @PurdueExtension and @Indiana4-H in action! Discover fun activities, learn something new, and connect with our experts. Don't miss out on the excitement!
3. **Post 3:** Come see us at the Indiana State Fair! 🎉 Meet @PurdueUniversity experts, explore animal barns, and check out @Indiana4-H projects. 🍀 Enjoy hands-on activities, live @PurdueUniversityCollegeofVeterinaryMedicine&VeterinaryHospital demos, and Pioneer Village fun!
4. **Post 4:** 🎉 Check out our new website for all things #PurdueExtension and @Indiana4H at the 2024 Indiana State Fair! Discover event schedules, activities and more! See you at the fair! 🍀 ✨ <https://extension.purdue.edu/indiana-state-fair/index.html>

#### For Your County or Group (These are just some simple examples to be modified):

1. **During Fair Post 1:** Come see us [or your county/group social media handle] at the Indiana State Fair! We will be at the [your location] from [start time] to [end time]! Don't miss out on fun activities and great information. 🌱 🚗
2. **During Fair Post 2:** Excited to be part of the Indiana State Fair! Visit us at the [your location] from [start time] to [end time] for hands-on [your activity]. See you there!
3. **During Fair Post 3:** Stop by and see us at the Indiana State Fair! We're in the [your location] from [start time] to [end time] with educational games and prizes. Fun for the whole family!
4. **During Fair Post 4:** Join us at the Indiana State Fair today from [start time] to [end time] for [your activity or booth]. Stop by, say hi, and grab some swag!

**2024 State Fair – Hands-on Social Media Posts**

Date	Hands-On Extension Daily Activities (11 AM - 1 PM)	Social Media Post Examples
8/2/24	Annetta Jones, ajones1@purdue.edu (Captain Cash)	Did you know Captain Cash helps kids learn financial skills through games and activities? Join us at the Indiana State Fair on August 2 and 3 from 11 AM to 1 PM for a fun demo! Perfect for kids and families! 💰 Presented by @purdueuniversityhealthandhumansciencesextension.
8/3/24	Annetta Jones, ajones1@purdue.edu (Captain Cash)	Did you know Captain Cash helps kids learn financial skills through games and activities? Join us at the Indiana State Fair today from 11 AM to 1 PM for a fun demo! Perfect for kids and families! 💰 Presented by @purdueuniversityhealthandhumansciencesextension.
8/4/24	Karen Richey (Food Safety) & Tamara Ogle and Cynthia Barber (Community Development)	<ul style="list-style-type: none"> <li>• The hierarchy of proper fridge storage: To prevent cross-contamination, store foods in the refrigerator based on their minimum internal cooking temperature. For more tips visit us at the Indiana State Fair today!</li> <li>• Wash your hands properly! Dirty hands can spread bacteria to food. Wash your hands for at least 20 seconds using warm water, running water and soap. For more tips visit us at the Indiana State Fair today!</li> </ul> <p>AND/OR</p> <ul style="list-style-type: none"> <li>• What makes up a community? What do you love about your community? Join @Purdue Extension Community Development today (or say “on August 4th” if not posting day of) to explore the community capitals framework through a short activity for all ages. Learn more about programs and resources to strengthen your community.</li> </ul>
8/6/24	Blake Connolly, baconnol@purdue.edu	The @Purdue Extension Nutrition Education Program (tag @Purdue Extension Nutrition Education Program) helps make the healthy choice the easy choice! Join us at the Indiana State

Date	Hands-On Extension Daily Activities (11 AM - 1 PM)	Social Media Post Examples
	(Nutrition Education Program)	Fair August 6-8 where we will be sharing healthy food demonstrations and fun physical activities for all ages!
8/7/24	Blake Connolly, <a href="mailto:baconnol@purdue.edu">baconnol@purdue.edu</a> (Nutrition Education Program)	The Purdue Extension Nutrition Education Program (tag @Purdue Extension Nutrition Education Program) helps make the healthy choice the easy choice! Join us at the Indiana State Fair today where we will be sharing healthy food demonstrations and fun physical activities for all ages!
8/8/24	Blake Connolly, <a href="mailto:baconnol@purdue.edu">baconnol@purdue.edu</a> (Nutrition Education Program) & Veronica Bullock (Nature of Teaching)	Natural environments positively impact mental health and well-being. Research shows that natural settings significantly benefit children’s development. The Nature of Teaching program offers both formal, standards-based curricula and informal, activity-based curricula, focusing on getting youth outdoors and connected with nature. Join us at the Indiana State Fair today and learn more!
8/9/24	Stephanie Woodcox, <a href="mailto:swoodcox@purdue.edu">swoodcox@purdue.edu</a> (Mental Health)	Research and national surveys of adults in the US consistently show the impact that loneliness and isolation can have on mental health. The Indiana State Fair is a great opportunity for families and communities to connect and enjoy activities together. While at the State Fair this summer, don’t forget to also visit Purdue Extension at the Farm Bureau Building. We want to hear how you stay connected to support your mental health.
8/10/24	Bob Bruner, <a href="mailto:rfbruner@purdue.edu">rfbruner@purdue.edu</a> (Insect ID)	On August 10th, the bugs come to the state fair! Purdue Entomology will be in the Purdue Extension building to help Hoosiers young and old learn more about the insects we see every day. You’ll have the opportunity to learn how bugs live, what they eat, and how entomologists identify them. We’re looking forward to seeing you there!
8/11/24	Dallas Evans and Kayla Wright (Community Development)	What makes up a community? What do you love about your community? Join @Purdue Extension Community Development today (or say “on August 11th” if not posting day of) to explore the community capitals framework through a short activity for all ages. Learn more about programs and resources to strengthen your community.
8/13/24	Gina Anderson, <a href="mailto:gmanders@purdue.edu">gmanders@purdue.edu</a> (Pollinators)	Have you ever wondered how food and flowers got their start? Come join Purdue Extension Floyd County and the Sunnyside Master Gardeners in the Purdue Extension Building on August 13th to learn what pollinators are and how they help us have fantastic food and fabulous flowers.
8/14/24	Kelsie Muller, <a href="mailto:kmuller@purdue.edu">kmuller@purdue.edu</a> (Health and Human	Why are early math skills important? Math skills are one of the most important predictors of academic achievement from

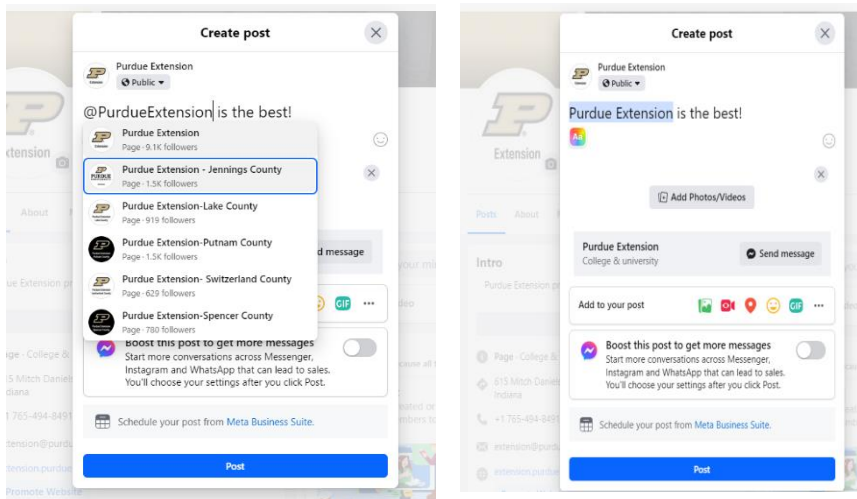
Date	Hands-On Extension Daily Activities (11 AM - 1 PM)	Social Media Post Examples
	Sciences - Human Development)	kindergarten through adulthood. Come learn more from us at the Indiana State Fair today!
8/15/24	Adam Shanks, shanks7@purdue.edu (UAV Team)	Join us on August 15-16 for a hands-on UAV (drone) activity! Learn how these high-tech tools are transforming industries like agriculture, construction, and emergency response. See different types of drones in action and even try flying one yourself!
8/16/24	Adam Shanks, shanks7@purdue.edu (UAV Team)	Join us today for a hands-on UAV (drone) activity! Learn how these high-tech tools are transforming industries like agriculture, construction, and emergency response. See different types of drones in action and even try flying one yourself!
8/17/24	Eva Haviarova, ehaviar@purdue.edu (Wood Identification)	Come learn about wood identification! Visit the #PurdueExtension booth on August 17th to discover the fascinating world of wood and how different types are identified.
8/18/24	Hans Schmitz and Bryan Overstreet, hschmitz@purdue.edu and boverstr@purdue.edu (Soil Health)	Conservation agriculture is vital for Indiana. Farmers care about water quality and keeping plants growing year-round. Visit us and learn more about soil health and conservation practices!

### After Fair Examples:

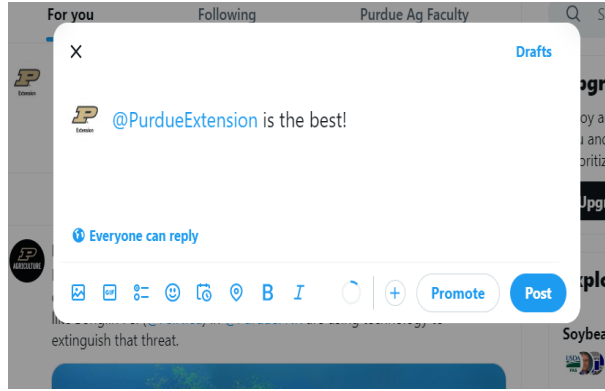
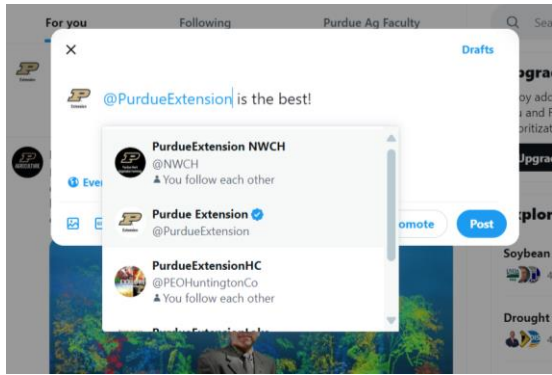
- Thanks to everyone who came out to see us at the Indiana State Fair! We had a wonderful time in the [your location] with [your activity] and great conversations. Looking forward to next year!
- We're grateful to all who stopped by our spot at the Indiana State Fair! It was a fantastic time in the [your location], and we loved sharing our [your activity] with you. See you next year!
- Thank you to everyone who visited us at the Indiana State Fair! We had so much fun in the [your location], and it was great to see so many of you enjoying [your activity]. Can't wait for next year!
- What an amazing time we had at the Indiana State Fair! A huge thank you to all who joined us in the [your location]. We loved sharing [your activity] with you. Until next time!
- We had a blast at the Indiana State Fair! Thank you to everyone who stopped by our booth in the [your location]. Your enthusiasm and support made it a memorable event. See you next year!
- We had a blast at the Indiana State Fair! Thank you to everyone who stopped by our booth in the [your location]. Your enthusiasm and support made it a memorable event. What was your favorite thing about the Indiana State Fair? Let us know in the comments!

### Social Media Tips and Reminders:

- Add pictures with your posts, if you have them, and feel free to use the Marq templates that have been created specifically for the Indiana State Fair.
- Don't be afraid to put an emoji or two in your post.
- Don't forget to use #PurdueExtension and tag @PurdueExtension, @HHS\_Extension, @PurdueCDExt, and @Indiana4h when appropriate. If you are short on characters on X/Twitter, you can also tag in pictures. Note that handle names might be different on different platforms.
- Just copying and pasting the @\_\_\_ will not automatically tag what was listed above. Make sure that it changes to the full-page name (Facebook and LinkedIn) or highlight the name in blue (Twitter). See examples below.
  - For Facebook, to tag put @ then, without a space, start spelling the handle you want to use. Multiple handles pop up (as seen in the picture) but choose the one you want and it will look like the second picture. If the name turns blue and the @ disappears, you know you did it correctly.



- For X, the steps to tag will be very similar to Facebook. Start with the @ then, without a space, type in the desired handle (even if there are multiple words do not put the space in). Make sure you select the desired handle from the list that appears. If correct the @ and name will turn blue. Unlike Facebook, the @ symbol does not go away.



- For LinkedIn, put @ then immediately type in the desired handle. Unlike Facebook and X, if you do not write the handle exactly as desired, including spaces, you will not find what you're looking for. Once you find what you want, select it. The name you tagged will turn bold.

