

## **SMOKEY BEAR SOCIAL MEDIA COPY**

To help spread the word about Smokey Bear's wildfire prevention message on social media, we have provided suggested copy below to use with any of the campaign assets available on our campaign toolkit.

### **Copy Option #1**

Since 1944, Smokey Bear has inspired generations to prevent unwanted, human-caused wildfires. His message is as relevant today as ever: "Only You Can Prevent Wildfires."

Join @NASF, @USDA Forest Service, and the @adcouncil in spreading Smokey's wildfire prevention message.

Visit SmokeyBear.com to learn more about wildfire prevention tips.

#OnlyYou #WildfirePrevention #SmokeyBear

### **Copy Option #2**

9 out of 10 unwanted wildfires nationwide are caused by humans.

As part of the nation's longest running public service campaign, Smokey Bear has shown generations of Americans how to safely recreate outdoors and prevent unwanted human caused wildfires. Visit SmokeyBear.com to learn more about his wildfire prevention tips.

#OnlyYou #WildfirePrevention #SmokeyBear

### **Copy Option #3**

Did you know that @SmokeyBear has been dishing out wildfire prevention tips longer than vinyl records have been scratching? Join @NASF, @USDA Forest Service, and @AdCouncil in spreading Smokey Bear's wildfire prevention message by visiting SmokeyBear.com.

#OnlyYou #WildfirePrevention #SmokeyBear

### **Copy Option #4**

9 out of 10 unwanted wildfires nationwide are caused by humans.

Since 1944, the @NASF, @USDA Forest Service and @adcouncil have partnered on the nation's longest standing public service campaign – Wildfire Prevention with @SmokeyBear. Visit SmokeyBear.com to learn more about his wildfire prevention tips and to see how you can support Smokey's message.

#OnlyYou #WildfirePrevention #SmokeyBear

### **Copy Option #5**

Smokey Bear has been a part of our lives for generations. What's your first memory of Smokey? Share it with us!

#OnlyYou #WildfirePrevention#SmokeyBear

### **Copy Option #6**

For generations, @SmokeyBear's voice has echoed through time: 'Only You Can Prevent Wildfires.' Since 1944, Smokey has guided us in preventing unwanted human-caused wildfires. Join @NASF, @USDA Forest Service, and @AdCouncil in continuing his mission by visiting SmokeyBear.com to learn more!

#OnlyYou #WildfirePrevention #SmokeyBear

### **Copy Option #7**

@SmokeyBear has been dropping wildfire wisdom like acorns from an oak tree since 1944. His iconic message — *"Only You Can Prevent Wildfires"* — still rings true today. Visit SmokeyBear.com to learn more about his wildfire prevention tips!

#OnlyYou #WildfirePrevention #SmokeyBear

### **Social Media Handles**

Instagram:

- USFS - @u.s.forestsERVICE
- NASF - @stateforesters
- Ad Council - @adcouncil
- Smokey Bear @smokeybear

Facebook:

- USFS – [U.S. Forest Service](#)
- NASF – [National Association of State Foresters](#)
- Ad Council – [Ad Council](#)
- Smokey Bear - [Smokey Bear](#)

Twitter/X:

- USFS - @forestsERVICE
- NASF - @stateforesters
- AC - @AdCouncil
- Smokey Bear - @smokey\_bear