

Urban October

ENGAGING YOUTH TO CREATE A BETTER FUTURE



Marketing Toolkit 2024

Plans are underway for LSU AgCenter to join the global community to celebrate URBAN OCTOBER.

Urban October was created by UN Habitat as an opportunity for everyone to be a part of the conversation about the challenges and opportunities created by the fast rate of change in urban and suburban areas.

The theme for this year is Engaging Youth to Create a Better Future.

This is our first year celebrating Urban October. However, we hope by starting Urban October, it will lay the foundation for deeper engagement that will contribute to healthy urban communities and urban-suburban and rural relationships. As a part of the University's Land Grant mission, the LSU AgCenter engages with all 64 parishes including urban areas. Urban October will continue to grow and develop in coming years to extend our reach to local, state, national and global connections.

Join us and promote virtual, physical and hybrid activities

We are encouraging Extension Agents across the state to promote or tag events during the month of October that might increase awareness of LSU Land-Grant mission and the LSU AgCenter's engagement in Louisiana's communities.

- Share the video to promote LSU AgCenter's involvement in your community.
- Customize the press release template and send it to your local media contacts.
- Promote Urban October through social media by tagging your social posts for Urban October with #UrbanOctober, #UrbanOctoberLSUAgCenter and #LSUAgCenterExtension.



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Raise awareness in your city or community

You can build a higher level of involvement by organizing an event or including the following ideas in an event to raise awareness.

- Brand an Urban October event by using the logo or graphics.
- Promote Urban October through social media-Tag your posts for Urban October using #UrbanOctober, #UrbanOctoberLSUAgCenter, and #LSUAgCenterExtension (always use).
- Use this occasion to publicize, reward, and demonstrate tangible improvements in urban-suburban issues in your community.
- Engage in essay writing or painting competition to help create awareness of Urban October in schools, youth-focused non-profits, youth leadership programs, youth clubs, and colleges.
- Offer a talk on the Urban October theme by discussing the many programs that we engage youth to help change the future.
- Organize a picture exhibition focused on the Urban October theme.
- Develop reports and projects in relation to the Urban October theme.
- Create a video interview series on champions of the Urban October theme by introducing community partners.

Use assets to generate awareness or create your own

Social media message can be localized:

Engaging Youth to Create a Better (name of your parish).

LSU AgCenter Extension is celebrating “Urban October,” a worldwide campaign the United Nations launched to focus on the opportunities and challenges created by the fast rate of change in cities. The theme of LSU AgCenter month-long campaign is Engaging Youth to Create a Better Louisiana.

In (insert) Parish, we engage youth by (insert youth-focused action).

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Assets include:

- Urban October logo
- Youth changing the world video
- Generic Urban October video
- Web banner graphic
- Social media graphic
- Press release template
- 4-H press release



[Resources | Urban October \(unhabitat.org\)](https://unhabitat.org)

Revised from The Ohio State University Extension's Urban October 2023

