

2025 FOREVER 605 DAY SOCIAL MEDIA TOOLKIT

may 2025

SOCIAL MEDIA TOOLKIT



SOCIAL POST 1

FACEBOOK/LINKEDIN:

Happy Forever 605 Day! To us, South Dakota is more than just a state... it's home. That's why we support #Forever605 and its goal to keep the 605 state bold and beautiful for years to come. Consider yourself a 605'er too? Sign the pledge and show your support:

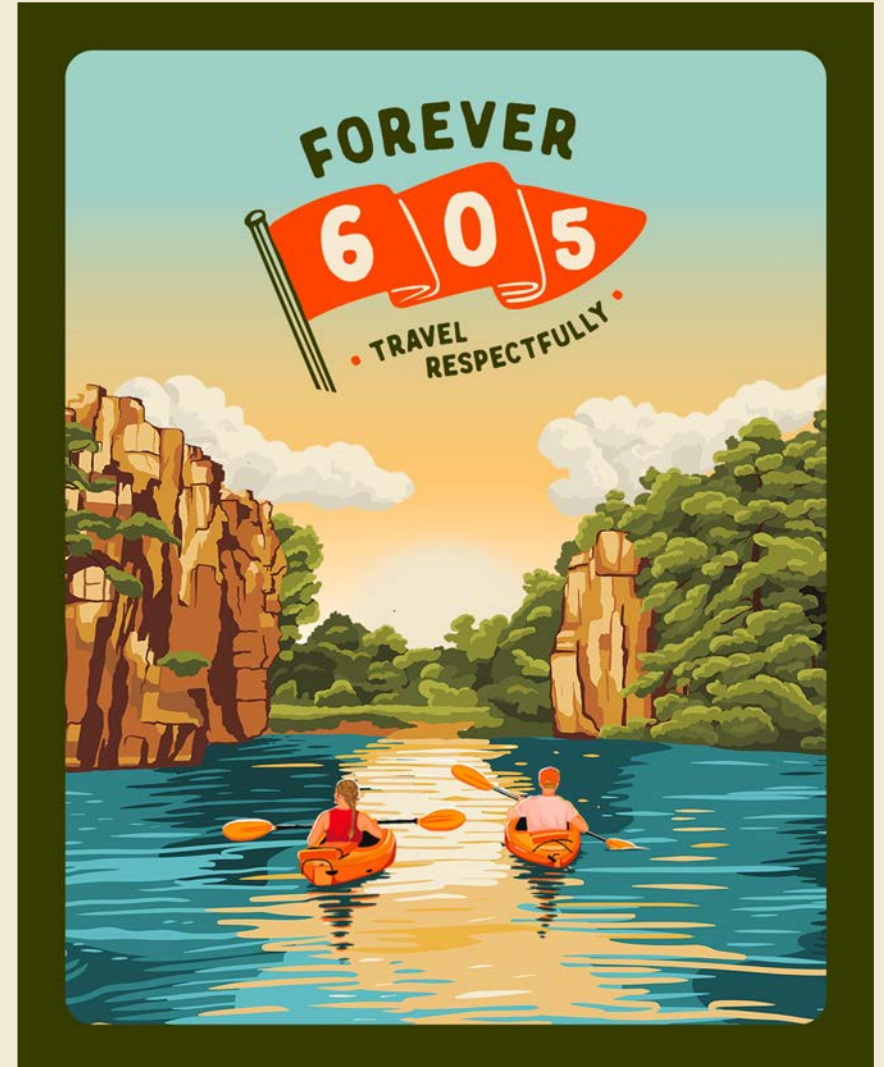
<https://www.travelsouthdakota.com/forever-605-pledge>

TWITTER

Happy Forever 605 Day! To us, South Dakota is more than just a state... it's home. That's why we support #Forever605 and its goal to keep the 605 state bold and beautiful for years to come. Sign the pledge and show your support:

<https://www.travelsouthdakota.com/forever-605-pledge>

Files: [Access Here](#)





SOCIAL POST 1

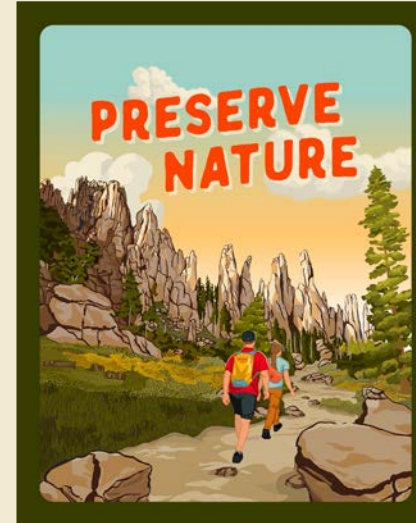
INSTAGRAM:

Happy Forever 605 Day! To us, South Dakota is more than just a state... it's home. That's why we support #Forever605 and its goal to keep the 605 state bold and beautiful for years to come.

Consider yourself a 605'er too? Share this post, drop a comment, and use #Forever605!

#HiFromSD #SouthDakota

Files: [Access Here](#)





SOCIAL POST 2

FACEBOOK, INSTAGRAM, LINKEDIN & TWITTER:

Happy Forever 605 Day! Forever 605 is a call to respect South Dakota just as much as we embrace it. If you're ready to be both a brave wanderer and a passionate steward of South Dakota, add your name to the 605 pledge at Forever605.com

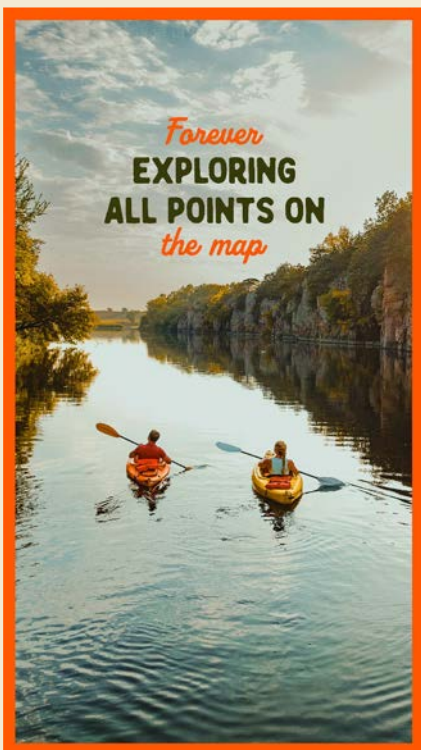
#Forever605 #HiFromSD #SouthDakota





SOCIAL POST 3

INSTAGRAM STORIES:



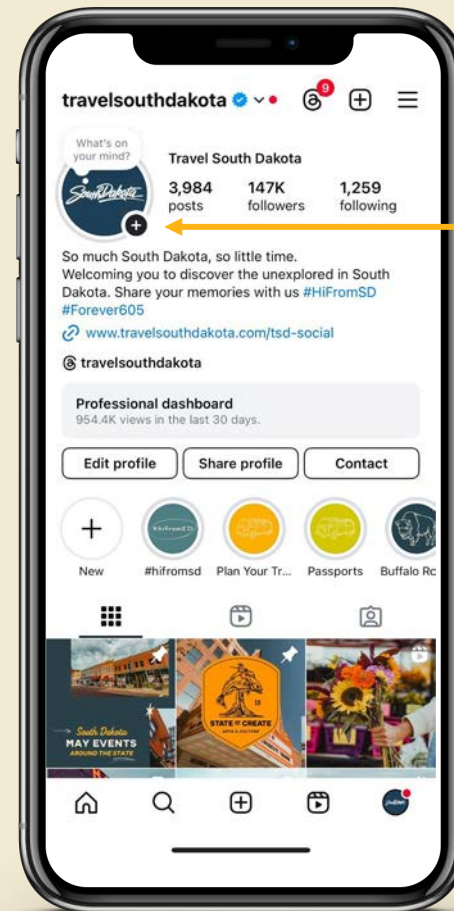


SOCIAL POST 3

INSTAGRAM STORIES:

How To: Publish an Instagram Story

- Save one, or all assets, to your smartphone
- Open the Instagram app, tap the 'plus' icon next to your profile picture to publish a Story
 - Select the image you saved to your smartphone
 - (Note: Instagram only allows one asset to be published at a time, if publishing more than one asset, repeat these steps)



Tap the
'Plus' icon



SOCIAL POST 3

INSTAGRAM STORIES:

How To: Publish an Instagram Story with Link Sticker and Forever 605 GIF

- First, tap the Sticker Icon



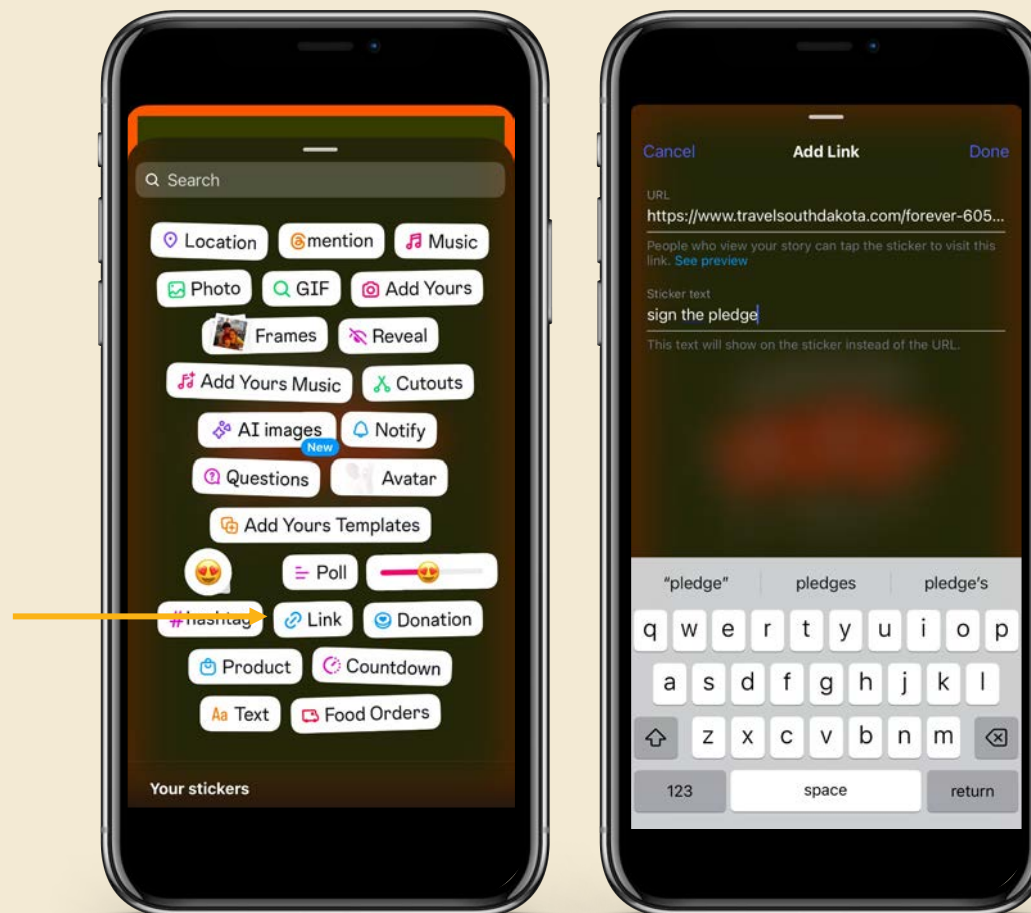


SOCIAL POST 3

INSTAGRAM STORIES:

How To: Add a link to Sign the Pledge

- Next, tap 'Link'
- Within the 'URL' section, paste this link:
<https://www.travelsouthdakota.com/forever-605-pledge>
- Within the 'Sticker text' section type: Sign The Pledge



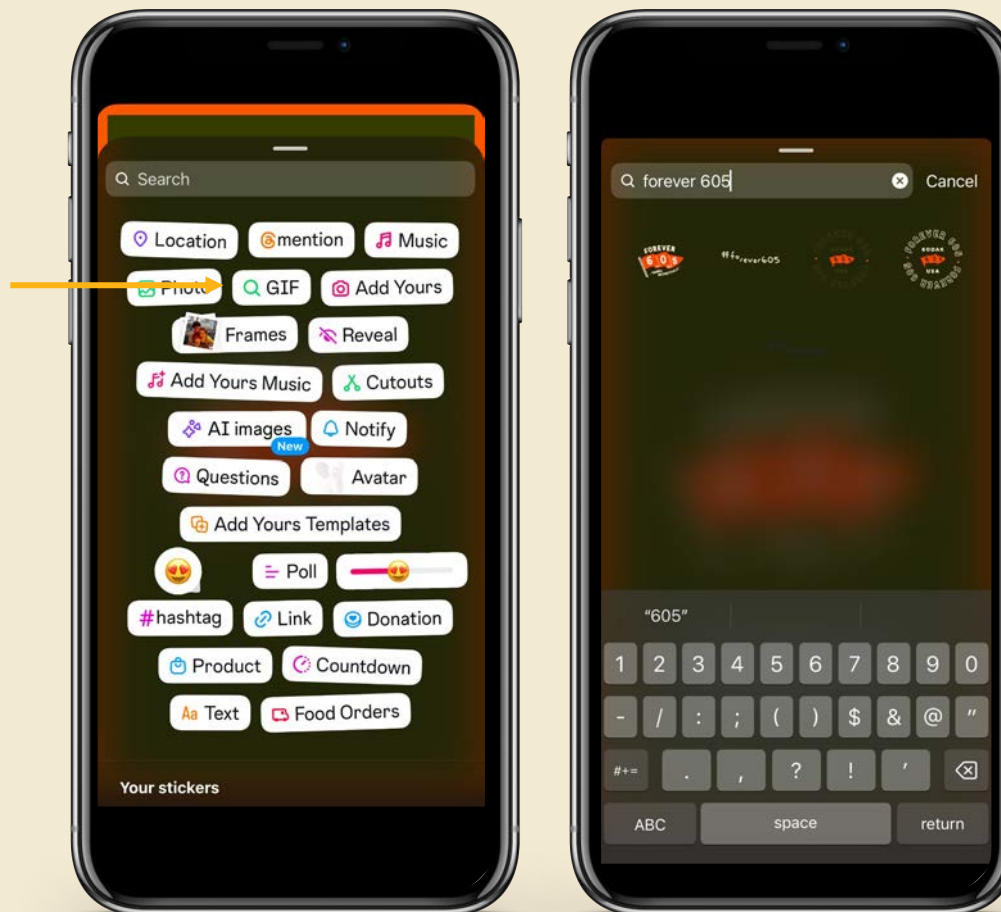


SOCIAL POST 3

INSTAGRAM STORIES:

How To: Add a Forever 605 GIF

- Tap 'GIF'
- Type 'Forever 605' in the search bar
- Select a Forever 605 GIF
- Place as desired



CREATE YOUR OWN FOREVER 605 CONTENT



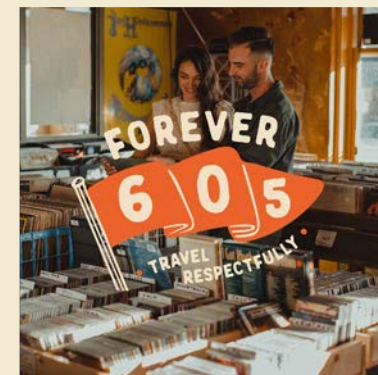
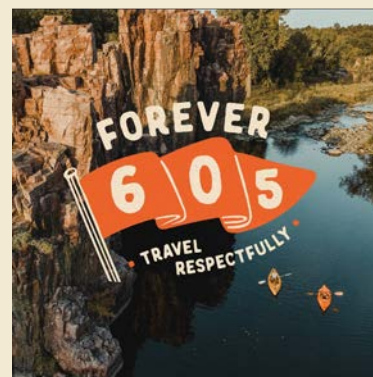
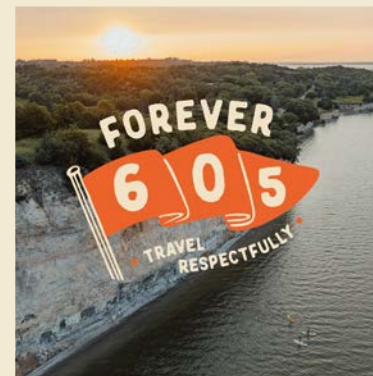
Create your own

SOCIAL POST 4

Make your voice part of the Forever 605 story.

By customizing your content with the Forever 605 watermark, you'll showcase your unique brand while aligning with a powerful statewide initiative — building recognition and momentum together.

Files: [Access Here](#)





Create your own

SOCIAL POST 4

How To: Create your own content using Forever 605 assets

- Download Forever 605 assets
- Using any creator tool (Canva, Adobe, etc.) place a Forever 605 asset over your preferred photo



Check
out this
GIF



Files: [Access Here](#)



Create your own

SOCIAL POST 4

Show your audience how your business embodies the spirit of Forever 605. In your post, consider answering:

- How have you lived by the Forever 605 Code this year?
- Which Forever 605 principles show up in your day-to-day?
- How do you care for South Dakota's people, places, and traditions through your work?
- What does Forever 605 mean to you or your business?
- What steps has your business taken to care for South Dakota's natural places this year?
- Have you hosted or participated in a local clean-up or sustainability effort? Share it out!



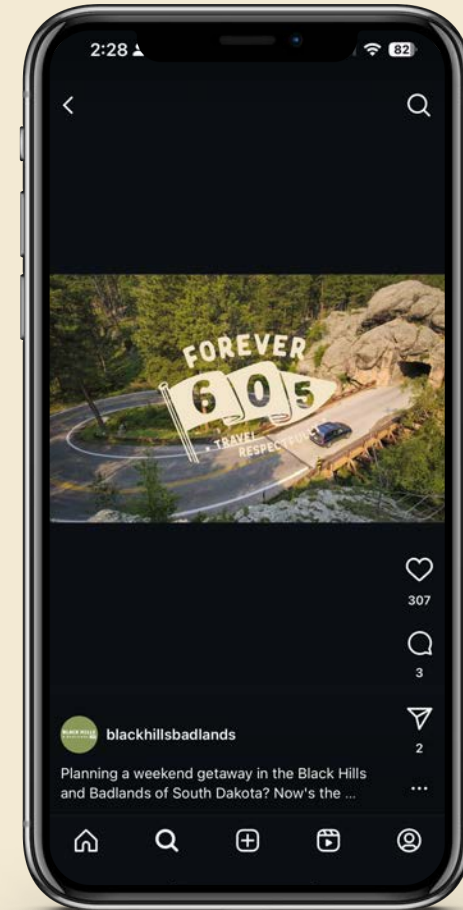


Create your own

SOCIAL POST 4

- How do you encourage your audience to leave no trace and travel responsibly?
- What's one small change you've made that makes a big impact on the environment?
- Showcase opportunities for visitors to engage with authentic Indigenous culture, history and the arts.
- Share with your audience lesser-known gems to discover in South Dakota.
- Have you shared stories or tips that encourage travelers to go off the beaten path?

Include #Forever605 so your story becomes part of the statewide movement.



#Forever605



create your own

SOCIAL POST 4

EXAMPLE POST:

Caption:

Happy Forever 605 Day!

At the Children's Museum of South Dakota, Forever 605 means inspiring wonder, learning, and connection in every corner of our state — starting with our youngest citizens. Whether you're exploring the prairie in our outdoor play space or sharing a giggle in the café, we're proud to be a place where South Dakota's values of care, curiosity, and community come to life.

💛 #Forever605



An aerial photograph of a South Dakota landscape featuring rolling green hills, dense forests, and distant mountains. Three hot air balloons with colorful vertical stripes are visible in the sky. The central text 'HAVE QUESTIONS?' is overlaid in a large, bold, white serif font.

HAVE QUESTIONS?

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TRAVEL
South Dakota