

# 2025 FOREVER 605 DAY SOCIAL MEDIA TOOLKIT

# **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

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Files: [Access Here](#)





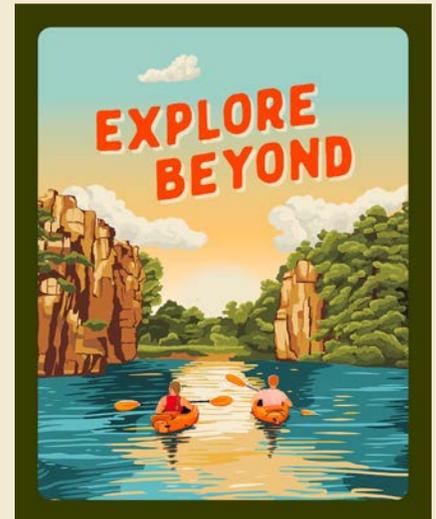
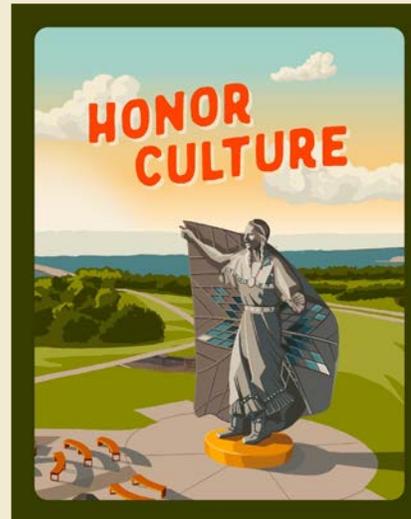
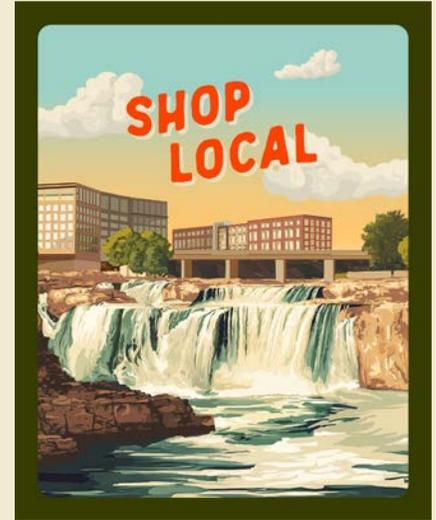
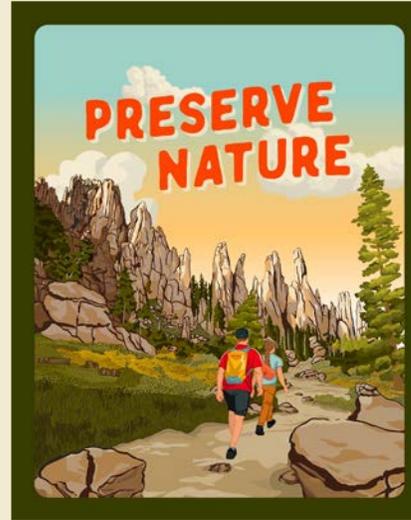
# SOCIAL POST 1

## 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](#)

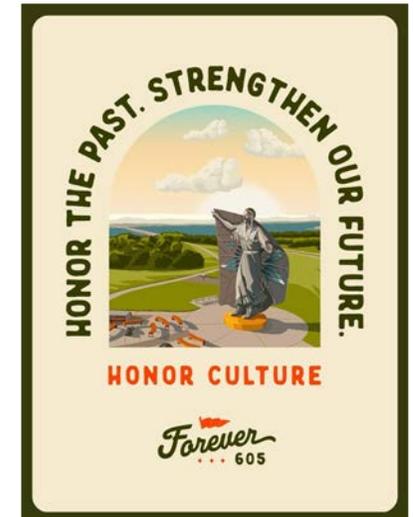
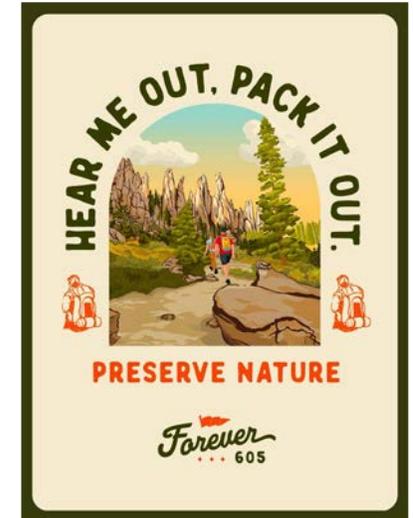
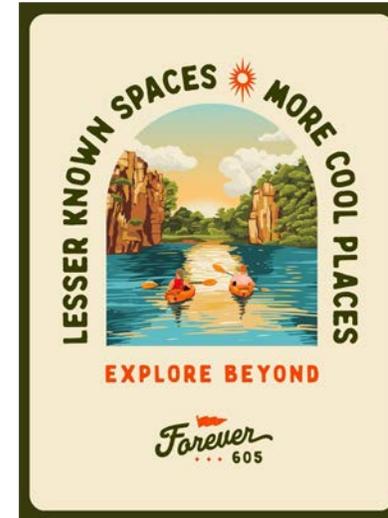


# SOCIAL POST 2

## 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](https://Forever605.com)

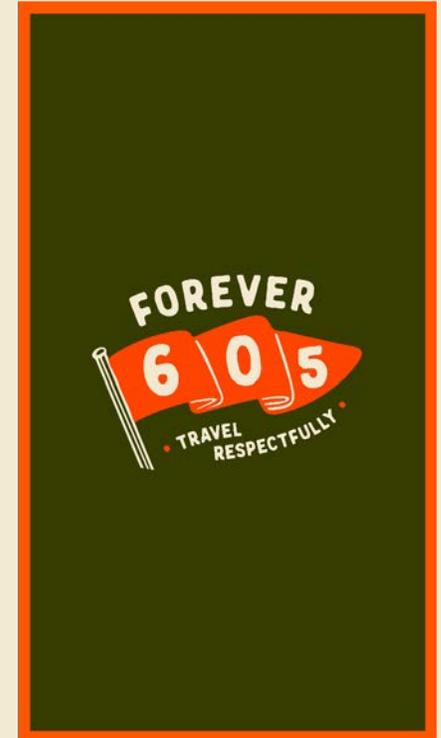
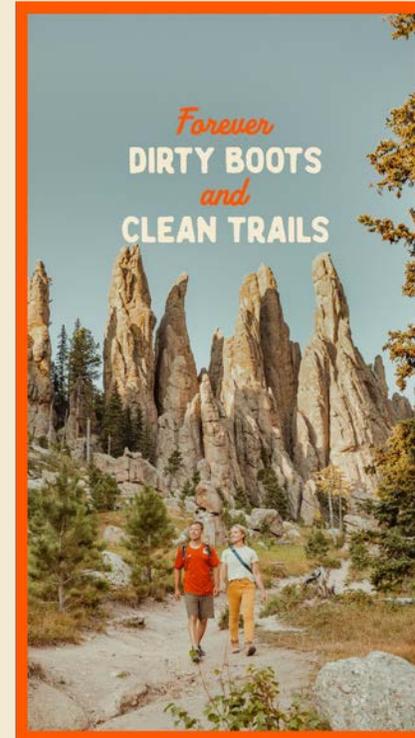
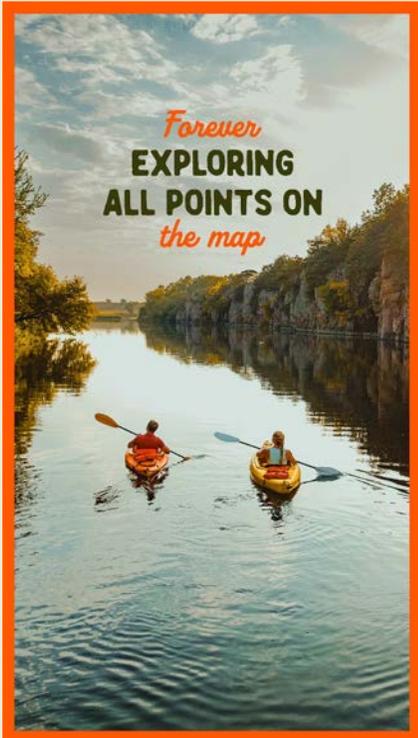
#Forever605 #HiFromSD #SouthDakota





# SOCIAL POST 3

## INSTAGRAM STORIES:



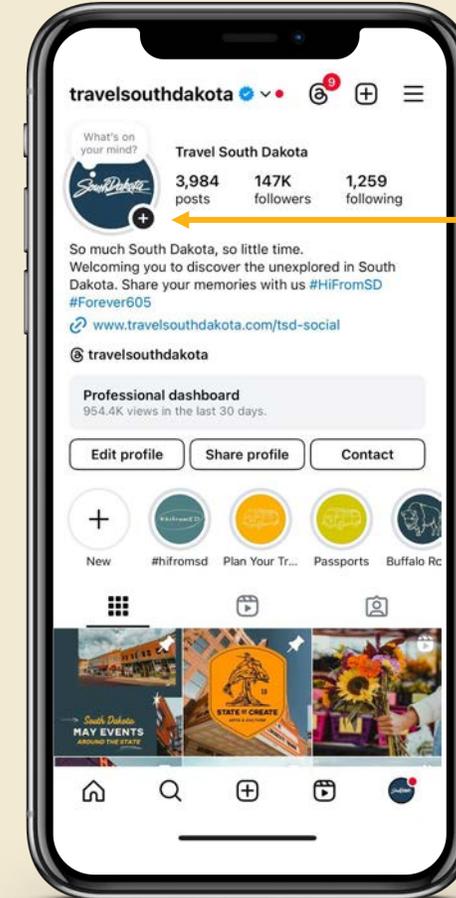


# SOCIAL POST 3

## 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



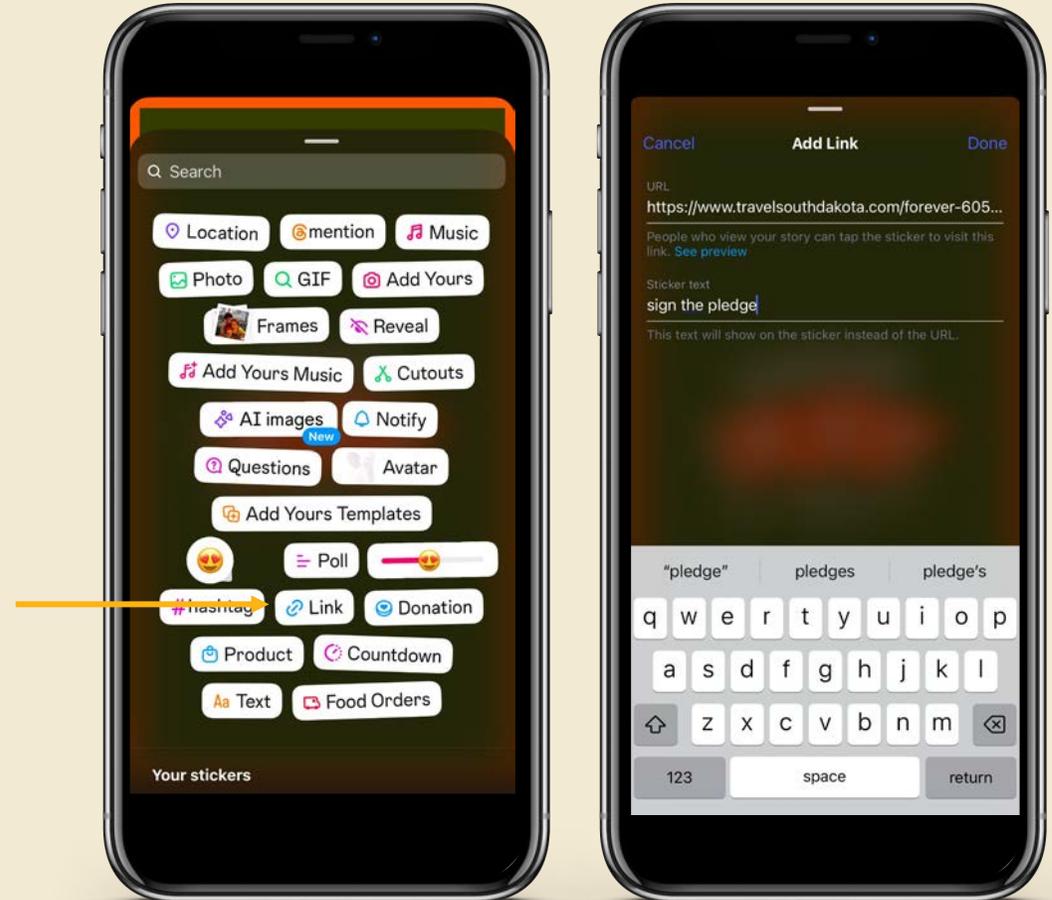


# SOCIAL POST 3

## 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**



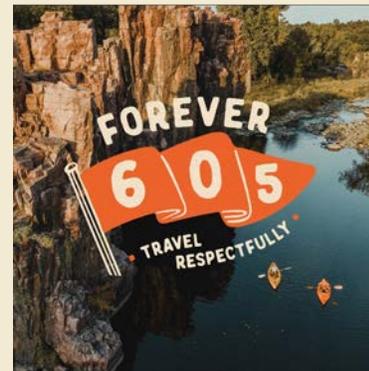
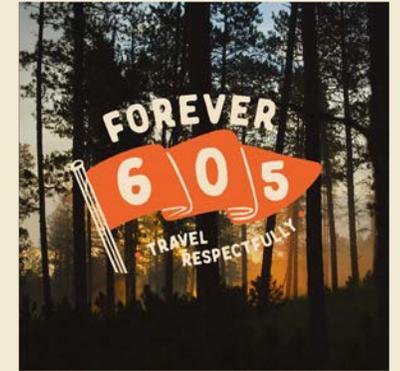
Create your own

# 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!



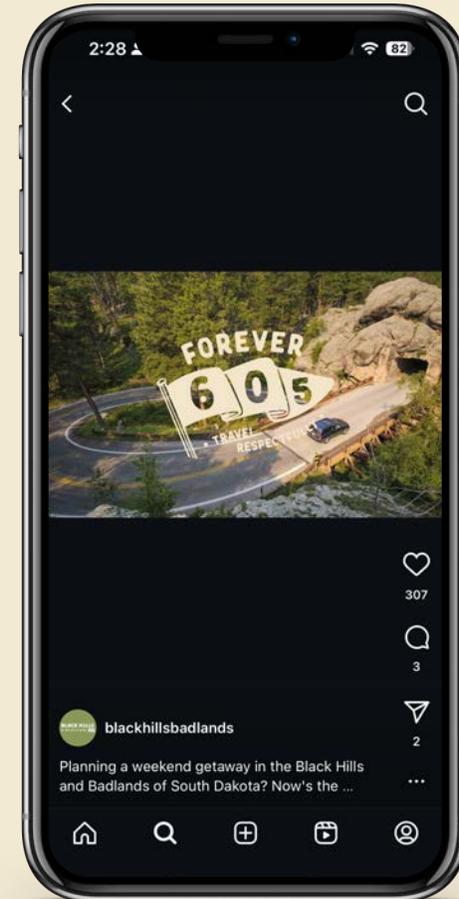


Create your own

# 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 lush green landscape, likely a golf course, surrounded by dense forests. Three colorful hot air balloons are floating in the sky. The central text 'HAVE QUESTIONS?' is overlaid in a large, bold, white font.

# HAVE QUESTIONS?

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TRAVEL  
*South Dakota*