**DECADES SOCIAL MEDIA COPY**

To spread the word about Smokey Bear’s 80th birthday celebration 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 been showing generations of Americans the importance of preventing unwanted human caused wildfires. Join @NASF, @USDS Forest Service, and the @adcouncil in celebrating Smokey Bear’s 8 decades in wildfire prevention!

Visit SmokeyBear.com to learn more about Smokey's wildfire prevention tips and to see how you can celebrate his 80th birthday!

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #2**

@SmokeyBear is hitting the big 8-0 this year! Wish the @NASF, @USDS Forest Service and @AdCouncil’s wildfire safety icon a happy birthday by visiting SmokeyBear.com to learn more about his wildfire prevention tips!

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #3**

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 and to see how you can celebrate 80 years of Smokey Bear.

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #4**

Did you know that @SmokeyBear has been dishing out wildfire prevention tips longer than vinyl records have been scratching? Join the @NASF, @USDS Forest Service and @AdCouncil in celebrating him all year long by visiting SmokeyBear.com

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #5**  
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 celebrate 80 years of Smokey Bear.

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #6**

We’re celebrating Smokey Bear’s 80th birthday this year! What’s your first memory of Smokey? Share it with us!

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #7**

For generations, @SmokeyBear’s voice has echoed through time, “Only You Can Prevent Wildfires”. This year marks 80 years of preventing unwanted human-caused wildfires and the @NASF, @USDS Forest Service and @AdCouncil invite you to help celebrate this incredible milestone by visiting SmokeyBear.com to learn more!

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #8 (1940s Graphic)**

@SmokeyBear has been dropping wildfire wisdom like acorns from an oak tree since 1944. That’s 80 years of his iconic “Only You Can Prevent Wildfires” message. Visit SmokeyBear.com to learn more about his wildfire prevention tips and discover all the ways you can celebrate his 80th birthday!

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #9 (1950s Graphic)**

Even before sock hops were all the rage and Elvis was on tour, @SmokeyBear was dedicated to keeping the forests across our nation flourishing. This year, Smokey celebrates eight decades of wildfire prevention. Learn how you can celebrate by visiting SmokeyBear.com

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Copy Option #10 (1960s Graphic)**

The ‘60s saw a man land on the moon, the Beatles take the world by storm, and @SmokeyBear continue to be a rockstar for wildfire prevention education. This year, Smokey celebrates 80 years of wildfire safety! The @NASF, @USDS Forest Service and @AdCouncil invite you to visit SmokeyBear.com to learn all the ways you can celebrate.

#OnlyYou #WildfirePrevention #SmokeyTurns80 #SmokeyBearBirthday

**Social Media Handles**

Instagram:

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

Facebook:

* USFS – [U.S. Forest Service](https://www.facebook.com/USForestService)
* NASF – [National Association of State Foresters](https://www.facebook.com/StateForesters)
* Ad Council – [Ad Council](https://www.facebook.com/adcouncil)
* Smokey Bear - [Smokey Bear](https://www.facebook.com/smokeybear/)

Twitter/X:

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