



Pass the Penny Instagram Campaign Sample Script and Posts

"Speaker: Hi! I'm joining the Pass the Penny challenge to support mental wellness and promote kindness. I am passing the penny to [person] because [reason you appreciate, admire, or are thankful for them]. [Person], I challenge you to pass it on!

To learn more about Pass the Penny, check out its Instagram, @passthepennytx"

** Hold up a penny in the post, use the hashtag #passthepennytx, tag @passthepennytx, tag the person you talked about **



Compliment Ideas

- I appreciate how you are always there for me
- I love how you bring out the best in people
- I am proud of how hard you've been working
- You make my day brighter
- I know I can always count on you
- You make everyone around you smile
- You are loyal friend and family member
- I am happy you exist
- Your laugh is contagious
- Thank you for supporting me
- I admire how you always stand up for what you believe in



Instagram Story Picture Example



I'M PASSING THE PENNY TO [@ALEX.PREUSSER18](#) FOR ALWAYS ENCOURAGING ME TO TRY NEW THINGS!

ONCE YOU GET TAGGED, PASS IT ON!

CHECK OUT HOW YOU CAN JOIN THE MOVEMENT

[@PASSTHEPENNYTX](#)

[#PASSTHEPENNYTX](#)



Instagram Post Example

 PAIGEEEGONTERMAN
Posts



A close-up photograph of a woman with long, wavy blonde hair, smiling broadly. She is holding a US penny between her fingers, showing it to the camera. She is wearing a light green t-shirt, a gold ring on her finger, a pink manicure, and a necklace with a small cross pendant.

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paigeeegonterman I'm joining the Pass the Penny movement to promote mental wellness and kindness in our community 🍷 I'm passing the penny to my friend [@alex.preusser18](#) because she always encourages me to try new things and supports me along the way!

Alex, now it's your turn to pass it on to someone new and share something you admire about them!

To learn more about Pass the Penny and how you can join check out it's Instagram [@passthepennytx](#) [#passthepennytx](#)



Instagram Story Video Example



Link to watch:

https://www.youtube.com/watch?v=SrPgF3yg5oM_