Beyond Ready with BRUTE – Digital Toolkit

4-H is proud to partner with Rubbermaid Commercial BRUTE® to uplift the next generation of ready leaders. This summer, BRUTE is gifting feeders to 4-H youth at select county fairs, helping them strengthen their skills and stay prepared for both fair season and the road ahead.

To say thank you, we're asking you to share how you're using your feeder on social media. Feel free to share on your personal channels or work with your 4-H leaders to share on local 4-H social media channels.

Show how YOU feed your animals with BRUTE!
Share your photos and videos on social media to help spotlight how BRUTE feeders support healthy animals and responsible care.

How to Take an Engaging Photo

Great photos help your post stand out! Try these simple tips:

Choose Good Lighting

Natural light is best—morning or late afternoon works great.
Avoid harsh shadows or having the sun directly behind you.
What to Wear

No need to dress up, 4-H gear you would normally wear in your video setting is perfect.

Try to avoid any large brand names or logos.
Focus on You + Your Animal + Your BRUTE Feeder

Try to include all three elements in the frame:

You interacting with your animal
Your animal using or standing near the BRUTE feeder
The BRUTE feeder visible + clean + recognizable
Keep the Background Clear

Move clutter out of the shot (tools, feed bags, etc.).
A barn wall, pasture, or pen makes a great background.



Show Real Moments

You feeding your animal
You cleaning your feeder
Your animal actively eating or drinking
A candid moment—smiling, laughing, or showing pride

Horizontal vs. Vertical Photos

Use both, depending on platform and content type:

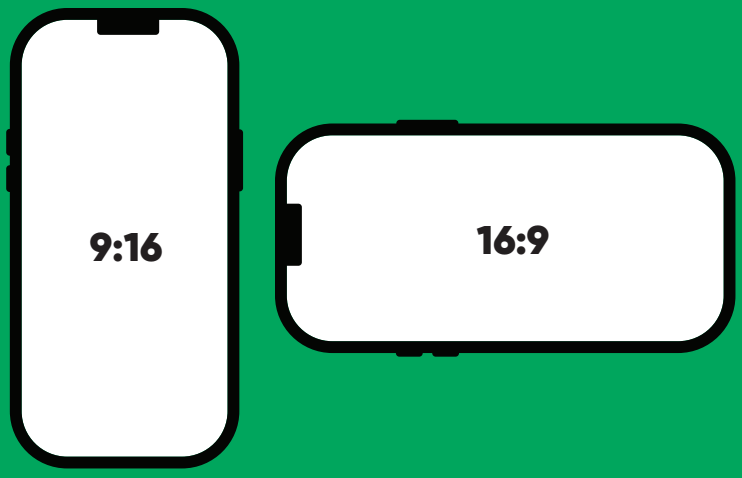
Vertical (9:16)

Best for: Instagram Stories, Reels

Hold your phone upright.
Great for close-ups or action shots.
Horizontal (16:9)

Best for: Facebook

Hold your phone sideways.
Great for wide shots—show the whole scene.
Tip: If you're not sure—take both!



Video Ideas & How to Film Them

Short videos perform really well. Keep them between 15–30 seconds and filmed vertically unless otherwise stated.

Simple, Easy Video Ideas

"Feeding Time!"
A clip of you filling the BRUTE feeder and your animal running over.

Before & After
Show the feeder empty → show it full → show your animal eating.

A Day in the Life with My BRUTE Feeder (GRWM style)
Quick montage of: feeding, cleaning, checking water, a fun moment.

Your Favorite Thing About Your BRUTE Feeder
A short selfie video explaining why you love it.

Animal POV
Film from your animal's perspective as they walk up to the feeder.

Slow Motion Moments
Great for animals eating, head shakes, or fun personalities.



Tips for Better Videos

Wipe your camera/phone lens first!

Keep clips steady—lean on a fence or rest your elbows.
Speak loudly and clearly if you're talking.

Don't worry about perfection—authenticity wins.

How to Post

Step-by-Step

Choose your best photo or video.
Write a short caption (ideas below!).

Tag:

- **Instagram:**
  @rubbermaidcommercialproducts
  @national4h

- **Facebook:**
  @rubbermaidcommercial
  @4-h

- **Use hashtags:**
  #4HBeyondReady
  #BeyondReadyWithBrute
  Post on your preferred platforms.



Sample Caption Thought Starters...feel free to add more to personalize your story

"Feeding time with my Rubbermaid Commercial BRUTE® feeder!"

"My animals eat better than I do"

"Can't get through show season without my BRUTE feeder."

"Happy animals = happy me."

"Best part of the day! Feeding with my BRUTE feeder."

"Show day prep starts with good nutrition."



Safety & Animal Care Reminders

Keep posts safe and positive:

Always show safe animal handling.

Wear closed-toe shoes if your feet are visible.

Only film content you can safely do with your animal.

