

## NATIONAL 4-H WEEK – NEBRASKA YOUTH SHOWCASE

National 4-H Week is celebrated each year during the first full week of October. While this timeframe comes too early to use as a recruitment or enrollment period for Nebraska 4-H, it is nonetheless a valuable opportunity to promote the “why” of 4-H and the value of positive youth development for youth and their communities.

### OBJECTIVE

The objective of the National 4-H Week – Nebraska Youth Showcase social media campaign was to achieve an average engagement rate above the page’s annual average of 5.84%.

### POPULATION & TARGET AUDIENCE

The campaign organically targeted the 6,745 followers of the Nebraska 4-H Facebook page. These individuals are primarily adults, especially club leaders, volunteers, and parents of 4-H members.

### PUBLISHER’S REQUIREMENTS

Nebraska 4-H Policy Handbook, Section 10.3 4-H and Web Publication:

- Any picture of an individual in which the person can be identified by normal visual acuity will not be reproduced without the individual’s permission. This permission may be given when the individual enrolls in the program.
- No individual’s name, address, or phone number will be published without permission from the individual or parent of child(ren) under the age of 19.

### METHODS

#### Strategy

Nebraska 4-H would showcase youth who are making meaningful impacts in their communities through their 4-H projects and experiences.

#### Tactics

Collection – Stories and images were collected via online submission forms. Youth were encouraged to submit their favorite 4-H projects and community service projects throughout the year.



Submissions required basic personal and contact information, at least one photograph, and a written description of the project.

Curation – The submissions were curated to feature a diverse group of youth and projects based on information provided within the submission forms, including gender, age, geography, and project area. Quality of the 4-H experience, impact of the story, and quality of the photos were also taken into consideration during selection.

Written Content – The written descriptions were re-written or edited to best tell the youth’s story, maximize impact, and match Nebraska 4-H’s brand voice. Each post began with a “teaser” or “hook” to grab attention, followed by the 1-3 paragraph story, and ended with words of encouragement to foster positive reactions and engagements. When appropriate, county program, business, and organization pages were tagged within the written content to boost reach and engagement.

Scheduling – One post was scheduled each day throughout the week. Times were selected based on past post-performance.

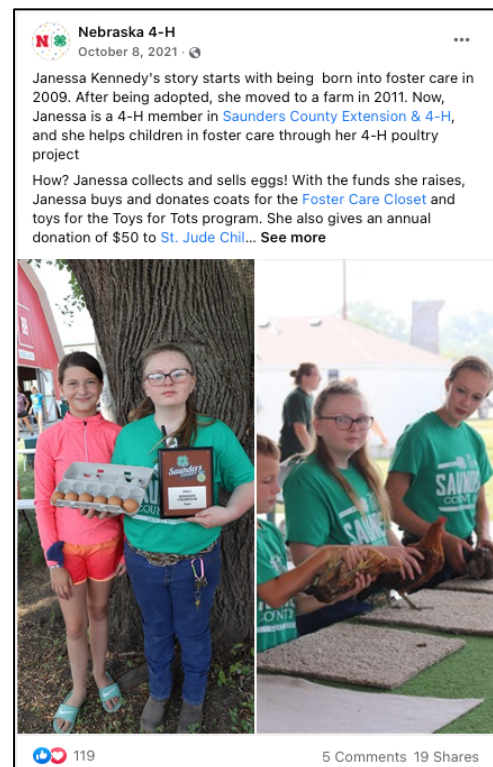
- [Sunday, October 3 at 11:00 a.m. CT: Litchfield Rockin Kids 4-H Club, Central IV](#)
- [Monday, October 4 at 9:00 a.m. CT: James, Gage County](#)
- [Tuesday, October 5 at 1:00 p.m. CT: Niobrara Ramblers 4-H Club, Holt & Boyd Counties](#)
- [Wednesday, October 6 at 9:00 a.m. CT: Whitney, Buffalo County](#)
- [Thursday, October 7 at 10:00 a.m. CT: Marley, Jefferson County](#)
- [Friday, October 8 at 9:30 a.m. CT: Janessa, Saunders County](#)
- [Saturday, October 9 at 8:30 a.m. CT: Scarlett, Box Butte County](#)

## PRODUCTION COSTS

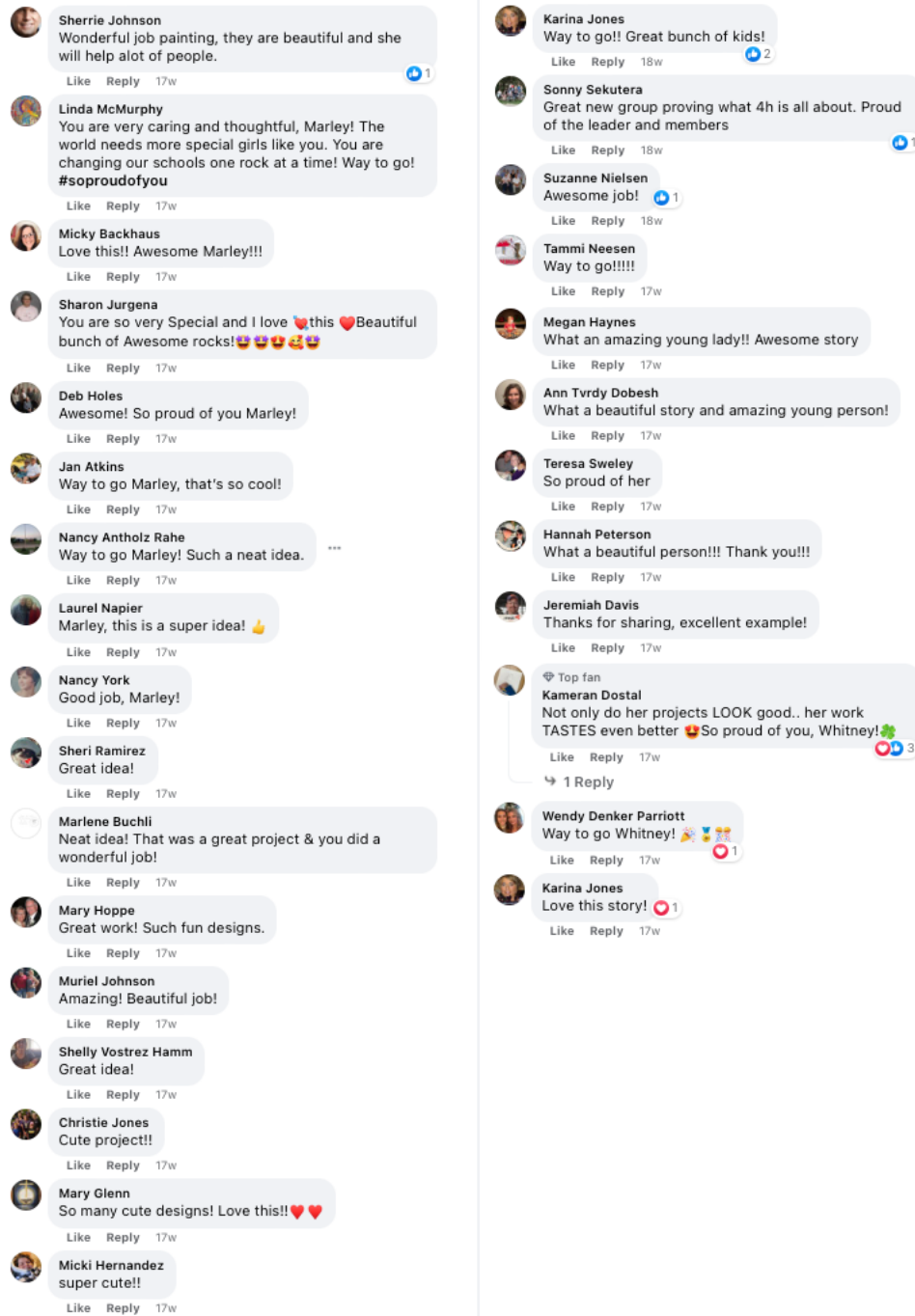
There were no product or advertising costs associated with this organic campaign.

## IMPACT RESULTS

With an average engagement rate of 8.21%, the campaign was successful in achieving the established objective. Altogether, the campaign



saw a total reach of 26,105 and engaged 2,143 individuals. Additionally, the posts received many positive reactions and comments.



## ROLE OF THE APPLICANT

Danielle Dewees, Communication Specialist I, University of Nebraska–Lincoln – Nebraska 4-H social media manager, copywriter