

NEBRASKA 4-H PROFESSIONALS APPRECIATION DAY FACEBOOK POST

Nebraska 4-H designated Friday, February 5, 2021, as Nebraska 4-H Professionals Appreciation Day. This statewide event would be celebrated primarily through the Nebraska 4-H Facebook page.

OBJECTIVE

The objective of the Nebraska 4-H Professionals Appreciation Day social media post was to achieve an engagement rate above the page's annual average of 5.84%.

POPULATION & TARGET AUDIENCE

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

PUBLISHER'S REQUIREMENTS

Social media graphics must include the University of Nebraska–Lincoln "N" logo and 4-H emblem.

METHODS

Strategy

Nebraska 4-H would create a post that recognized Nebraska 4-H professionals across the state and encouraged followers to show appreciation for their local 4-H professionals.

Tactics

Graphic – The graphic included photos of current 4-H Extension Educators and Assistants. Each person's name also appeared under their image. The photos were connected to a map of the state indicating the county in which each person works. While small, the photos provided a more meaningful form of recognition for 4-H professionals beyond simply listing their names. It also created more personable and relatable content for followers to engage with. With the small and numerous photos, the post encouraged a unique form of engagement where followers would zoom in, scan, and search for 4-H professionals they knew or those in their geographic location.

In addition to the photos and map, the graphic included a header to convey the purpose of the post clearly and quickly. A minimalistic design style balanced out the dense and information-heavy photos and map while maintaining the Nebraska 4-H visual brand identity. The graphic included the University of Nebraska–Lincoln “N” logo and 4-H emblem lockup to brand and identify the content.

Messaging – Following the Nebraska 4-H brand voice, the messaging was written in a casual, friendly, mature, and somewhat playful way. Being secondary to the graphic, the messaging remained brief. It included #NE4HMonth to connect the post to a larger body of content. The messaging ended with a call-to-action encouraging followers to show their appreciation in the comments.



Schedule – The post was published at 8:03 a.m. CT on Friday, February 5, 2021. The time was selected based on past post-performance.

Promotion – The schedule was shared with county social media managers across the state to encourage engagement and resharing through local channels.

PRODUCTION COSTS

There are no production or advertising costs associated with this social media piece.

IMPACT RESULTS

The post saw an engagement rate 65% above the page's annual average. All key metrics fell well above the page's annual averages.

- Reach: 15,776 (page's annual average reach: 1,836)
- Engagement: 1,522 (page's annual average engagement: 107)
 - 668 reactions, comments, and shares
 - 854 post clicks
- Engagement Rate: 9.65% (page's annual average engagement rate: of 5.84%)

The post received positive reactions and comments including:

A screenshot of social media comments and reactions. The comments are arranged in three columns. Each comment includes a profile picture, the user's name, the text of the comment, and a timestamp of '50w'. Some comments have a blue thumbs-up icon and a number indicating the number of likes or reactions.

Column 1:

- UNL Institute of Agriculture and Natural Resources**
Thank you to all **Nebraska 4-H** professionals across our wonderful state in each & every one of our 93 counties. We appreciate your dedication and efforts every day! Thank you for all you do for youth & your communities!
50w · Edited 2
- Jessamyn Johnson**
Ogallala's Kids Oasis program LOVES Mike "The Bug Guy!"
50w 1
- Running Water 4-H Club**
Thank you to the Nebraska Extension in Knox County for your dedication and service to our Clover Kids and 4-H members!!
50w 1
- Diane Keller**
I am well past my 4-H Years. But the county extension agents that ran the program are still some of my best memories of the 19 years I was a member. Kay McKenzie and Shirley Niemeyer
50w 1

Column 2:

- Sarah Fletcher-Rolfsmeyer**
Thank you Kerri and Kam!!! We appreciate all you do!!
50w 1
- Anna Stubblefield Detlefsen**
Thank you **Merrick County 4-H, Nebraska (UNL Extension)** and Tammy Stuhr for all your hard work!! (kudos to Steve Melven, Kara Wells, Cindie Parker-Hostler, and Sherry Siwinski too!!)
50w 1
- Lacey Jurgens**
Thank you, Rachel Adam!
50w
- Jodi Holmes**
Thank you, Rhonda Herrick, for all that you do for our kids and communities!
50w 3
↳ 1 Reply
- Karla Rosendahl**
Jill A. Goedecken and the rest of you at the Platte County Office are appreciated!!
50w

Column 3:

- Mary Reece**
Thank you for your hard work
50w
- Marla Stallbaumer**
Thank you Colleen Peterson!
50w 2
- Brenda Walnofer**
❤️ Debra Walnofer
50w
↳ 1 Reply
- Anne Cruickshank Hughes**
Thanks Jill A. Goedecken and crew! You guys are the best!
50w 1
↳ 2 Replies
- Jessica Nielsen**
Thank you **Nebraska Extension in Knox County!!!** We appreciate all you ladies do for us and our clubs!!
50w · Edited 2
- Steve White**
What a great group of people!
50w 2
- Kaitlyn Hemberger**
You rock Beth Janning!
50w 1

ROLE OF APPLICANT

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