

## **NAE4-HYDP Social Media Package Individual Entry**

### **Alachua County 4-H County Events Marketing**

**Sale, M. L.**

- **Objectives**

The objective of this social media package was to encourage new participants to register for County Events and try public speaking. More specifically, the objective was to convince parents that registering their child for County Events is a beneficial thing they can do for their child by:

- Providing clear guidelines to ensure participants and parents understand how to successfully enter and compete in the contest without having to track down information.
- Communicating contest objectives to highlight the benefits and skills participants can gain by competing in the contest.
- Motivating parents to register their children by providing resources to help them prepare and combat potential nervousness related to public speaking.

- **Target Audience**

The target audience was parents of youth who have not participated in County Events before. Parents of new 4-H members were specifically targeted to encourage them to sign their children up for the public speaking contest.

- **Current Population**

Alachua County 4-H has approximately 100 youth in their first or second year in 4-H.

- **Methods Used**

First, the information for the contest was developed, including planning and deciding on logistics as well as the categories and rules of the contest. Next, quotes from current members, alumni, parents, and club leaders were collected to help identify specific reasons why County Events is a good contest for youth to participate in. Then, club leaders submitted frequently asked questions that they receive about County Events from parents for the Extension Agent to answer. Both the quotes and the frequently asked questions were compiled into Facebook posts as well as Facebook reels that were published in the weeks leading up to the registration deadline. These posts and reels were shared on the county Facebook page as well as the pages for each club and the leader Facebook group.

- **Impact Results**

These posts/reels were viewed 2,113 times. In 2024, 46% of County Events participants were new members who had not participated in the contest in the past. This is increased from 22% new participants in 2023.

- **Information on the role the applicant had in the entry**

Mary Lee Sale designed all elements of the entry and wrote all content.

- **Publisher's Requirements**

UF/IFAS Extension requires proper use of organizational logos, including the 4-H clover, and for the posts to align with branding standards including proper fonts, colors, graphic elements, etc. Facebook has size requirements for Reels to be viewed properly on mobile devices.

- **Production Costs**

There were no costs to producing this social media package. A free nonprofit version of Canva Pro was used to create each piece.

- **Other information**

The entry includes a total of four postings made up of two regular Facebook posts (one with frequently asked questions/contest information, and one with quotes) as well as two Facebook reels (one with contest information, and one with quotes).



UF/ IFAS Alachua County 4-H

Published by Mary Lee Sale

March 15

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County Events is just around the corner! Check out the answers to some top questions, including why EVERY 4-H'er should participate!

County Events Handbook: [https://sfyl.ifas.ufl.edu/.../4-H-youth-development-\(1\).pdf](https://sfyl.ifas.ufl.edu/.../4-H-youth-development-(1).pdf)

**Alachua County**  
4-H YOUTH DEVELOPMENT

## COUNTY EVENTS

### How does County Events work?

Youth prepare their presentations and bring any materials needed on the day-of. We have an opening session, then youth/families go to their assigned room for their category. A room monitor introduces each presenter, and a panel of 2-3 judges will score and ask any questions. Then everyone gathers for Share-the-Fun and awards! The whole event takes around 3 hours.

Register in  
4-H Online by  
3/22/24

Contest held on

**Friday  
April**

**5**

Alachua County  
Ag Auditorium  
5pm - 8pm

**Alachua County**  
4-H YOUTH DEVELOPMENT

## COUNTY EVENTS

### Why should my child participate?

4-H alumni rank public speaking as the number one skill they learned in 4-H. County Events is where they learn and practice this skill! Encouraging your child to participate, despite their nerves, fosters invaluable personal growth, resilience, and confidence that will serve them well throughout their life.

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4-H YOUTH DEVELOPMENT

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### What if my child is nervous?

Public speaking consistently ranks as the top fear for Americans with 25.3% reporting extreme anxiety around it. But practicing can help, and this is the perfect time to encourage them to step outside their comfort zone so they aren't on that statistic.

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4-H YOUTH DEVELOPMENT

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### What is a Demonstration?

A Demonstration at County Events is a presentation that shows or explains HOW to do something. For example, a Demonstration on knot-tying would feature a 4-H'er bringing rope to be various knots during their presentation. A Demonstration on grooming horses would feature photos of the various steps.

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4-H YOUTH DEVELOPMENT

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### What is an Illustrated Talk?

An Illustrated Talk at County Events is a presentation where the presenter indicates or persuades the audience on a topic. For example, a presentation about goat breeds with a set of slides featuring photos of each breed would be considered an Illustrated Talk. Another example would be a presentation on goat skinning with some of the meat of a person.

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**4-H YOUTH DEVELOPMENT**



# COUNTY EVENTS

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An Illustrated Talk at County Events is a presentation with visual aids that educates or persuades the audience on a topic. For example, a presentation about goat breeds with a set of slides featuring photos of each breed would be considered an Illustrated Talk. Another example would be a presentation about woodworking with some of the tools in person.

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**4-H YOUTH DEVELOPMENT**



# COUNTY EVENTS

## What topic should my child choose?

4-H'ers can choose any topic of interest, but County Events is also a great way to make their existing 4-H projects even more well-rounded. Did they show a pig in the fair? An Illustrated Talk about pig showmanship can be a great addition to their overall swine project experience!

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**4-H YOUTH DEVELOPMENT**



# COUNTY EVENTS

## What do winners get?

All junior-senior participants earn a white, red, or blue ribbon based on their scores. Cloverbuds receive a participation ribbon. All blue ribbon winners are invited to compete at District Events. Senior winners at District Events may compete at the state level at 4-H University.

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*Alachua County*  
**4-H YOUTH DEVELOPMENT**



# COUNTY EVENTS

## What is Share-the-Fun?

Share-the-Fun is the talent showcase portion of County Events. Individuals and teams can share their talents in singing, dancing, playing instruments, and more! Acts are up to 3 minutes long, and up to five members can be on a team. This is a great chance to practice performing in public!

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## UF/ IFAS Alachua County 4-H

Published by Mary Lee Sale



· March 19 ·

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Still not sure about signing your child up for County Events? Check out these quotes from current 4-H'ers, 4-H alumni, 4-H Club Leaders, and former 4-H parents.

County Events is being held on April 5th at 5pm, and registration closes this Friday, March 22nd.

Check out the handbook for more information: [https://sfyl.ifas.ufl.edu/.../4-H-youth-development-\(1\).pdf](https://sfyl.ifas.ufl.edu/.../4-H-youth-development-(1).pdf)

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I think county events are a great opportunity for youth because they can share their talents and opinions in a safe and constructive space!

- Current 4-H'er

UF IFAS Extension  
UNIVERSITY OF FLORIDA



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I think county events are cool because they reinforce the need for planning and preparation, and they let us share our talents with one another!

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I remember my mom told me I had to do public speaking when I was 8 because she was a nervous wreck to do it herself and she didn't want that for me. It's one of the best things she's done for me!

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UF IFAS Extension  
UNIVERSITY OF FLORIDA



By participating in County Events, kids enhance their leadership and communication skills.

- 4-H'er

UF IFAS Extension  
UNIVERSITY OF FLORIDA



Young professionals have a chance to develop their leadership and communication skills. They can also meet new people and make friends. It's a great way to grow and learn. **+3**

UF IFAS Extension  
UNIVERSITY OF FLORIDA





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**Every person will have to speak in public at some time. Participation in 4-H County Events helps youth develop the life skills needed to successfully express themselves. County Events is a safe and supportive space to practice those skills.**

- 4-H Club Leader



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**What parent doesn't want their child to have skills like organization, critical thinking, effective communication, self-esteem, discipline, and decision-making? All of these skills and more are practiced through County Events.**

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2024

*Alachua County*  
4-H YOUTH DEVELOPMENT



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## H A N D B O O K

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# COUNTY EVENTS 101

## DEMONSTRATIONS & ILLUSTRATED TALKS

A demonstration of how to do something

OR

A presentation with visual aids (such as PowerPoint)

8 different categories

Teams can compete (2 members in the same 4-H age division)

Length varies per 4-H age division

- Cloverbud: 1 minute
- Junior: 3-12 minutes
- Intermediate: 3-12 minutes
- Senior: 5-12 minutes
- Team: 5-12 minutes

## PUBLIC SPEAKING

A speech to inform or influence listeners without the use of visual aids

Length of speech varies by 4-H age division

- Cloverbud: 1 minute
- Junior: 3-7 minutes
- Intermediate: 3-7 minutes
- Senior: 5-7 minutes

## SHARE-THE-FUN

Talent competition

Individuals or Teams (2-5 members in the same 4-H age division)

5 different categories (instrumental, vocal, dance, drama/novelty, general)



# CATEGORIES

## DEMONSTRATIONS & ILLUSTRATED TALKS

### **Animals**

Animal Industry, Small Animal and Pets, Horse

### **Environmental Science/Nature and the Outdoors**

Environment, Marine and Aquatic Sciences, Outdoor Adventures, Shooting Sports, Soil, Water and Land Use, Wildlife, Natural Resources, Earth Science

### **Plants and Gardening**

Plants & Gardening, Entomology

### **Science and Technology**

Aerospace, Computer, Bicycles, Electricity, Energy, Geospatial, Robotics, Small Engines, Weather & Climate

### **Citizenship & Leadership**

Citizenship, Community Service, Global Education, Leadership Development, Career and Workforce Preparation

### **Communication & Expressive Arts**

Leisure & Performing Arts, Music, Woodworking, Metalwork, Communication, Media Arts

### **Family & Consumer Sciences**

Childcare and Child Development, Clothing and Sewing, Money Management

### **Healthy Living**

Food Preparation, Food Nutrition, Food Safety, and Food Science, Personal Well-being, Safety and General Health



# CATEGORIES

## SHARE-THE-FUN

### **Instrumental**

Musical instruments of all descriptions

### **Vocal**

Singing numbers

### **Dance**

All dance, baton, and acrobatic routines

### **Drama/Novelty**

Skits, stunts, pantomimes, monologues, puppetry, ventriloquism, impersonations, etc.

### **General**

Acts which include two or more of the above classifications

## PUBLIC SPEAKING

**Public Speaking exists as its own category, and there are no sub-categories. All speeches will be judged with others within the 4-H age division.**

## NOTE: HORSES

Youth enrolled in the horse project who would like to compete in State 4-H Horse Events should visit <https://animal.ifas.ufl.edu/extension/youth/horse/presentations-qb/> for additional rules and details.



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