

# **2025 Social Media Package-Team Escambia County 4-H at 4-H University Abstract**



## **Objectives**

This social media package was created to highlight and celebrate Escambia County 4-H members who competed at statewide events at 4-H University in 2024. The social media package consists of four Facebook posts that consist of 17 graphics highlighting success in statewide 4-H events. The social media graphics were posted throughout the week of 4-H University when each award was announced. The objectives of this social media package were: 1) Highlight and celebrate Escambia County 4-H members for their success at statewide 4-H events and 4-H University and 2) serve as a recruiting tool to entice future senior 4-H members to attend 4-H events beyond the county level in the future.

## **Target Audience**

This social media package was created to attract the attention of Escambia County 4-H members, their parents, 4-H volunteers and leaders, and followers of our 4-H page. The social media package was published on Facebook on the UF/IFAS Escambia County 4-H page.

## **Current Population**

The 2024 estimated population of Escambia County was approximately 326,928 as reported by [www.census.gov/quickfacts/escambiacountyflorida](https://www.census.gov/quickfacts/escambiacountyflorida). There were 714 registered 4-H club members in 2023-2024 and over 1,400 followers on the Facebook page.

## **Publisher's Requirement**

There were no publisher's requirements for this social media package. The 4-H University logo was included in all graphics in the social media package.

## **Methods Used**

This full color graphics in the social media package were created in Canva. Each of the 18 graphics utilized a color scheme matching the 2024 4-H University shirt and shapes to catch the eye of the reader. Each Escambia County 4-H participant at 4-H University was photographed in their 4-H University shirt at the beginning of the week in anticipation of creating the graphics.

## **Production Costs**

The social media package was created in Canva with a Pro Account, with a yearly charge of \$120. No other productions costs were incurred.

## **Impact Results**

The social media package of four posts and 17 graphics resulted in 14 comments, 5 shares, 91 likes, 2,487 impressions, and had a reach of 2,935. While these numbers were decent, they did have impact as well. One new 4-H Club for existing senior age 4-H members was specifically created to enhance their opportunities to earn scholarships at 4-H University. This new club currently has 10 youth members (three who were new to 4-H) and have worked on community service, fundraising, and building a resume. The club plans to work on interview skills in the spring. A secondary impact is that 5 of the club members have indicated that they want to participate in state 4-H events in the summer of 2025, something that they have never done before.

These social media posts and graphics were the culmination of a year of education, dedication, and hard work of the Escambia County 4-H members highlighted. These youth all earned their accolades due to their commitment to the Escambia County 4-H program.

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

The social media package for this award submission is the original work of the applicants.

**Other**

The social media posts can be found at:

<https://www.facebook.com/share/p/153YScjaNJ/>

<https://www.facebook.com/share/p/15ZVPYcVw3/>

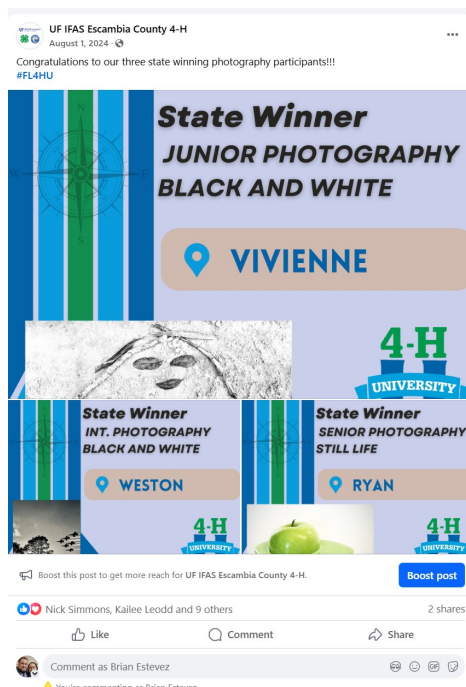
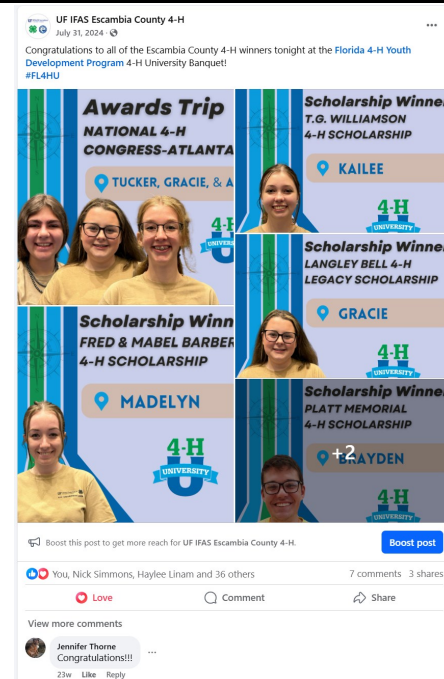
<https://www.facebook.com/share/p/1ChjL81nJo/>

<https://www.facebook.com/share/p/1BGyUXAo8/>

# 2025 Social Media Package-Team

## Escambia County 4-H at 4-H University

### Supplemental Materials



These social media posts can be found at:

<https://www.facebook.com/share/p/153YScjaNJ/>

<https://www.facebook.com/share/p/1ChjL81nJo/>

<https://www.facebook.com/share/p/15ZVPYcVw3/>

<https://www.facebook.com/share/p/1BGyUXAuo8/>

# 2025 Social Media Package-Team

## Escambia County 4-H at 4-H University

### Supplemental Materials



**3rd Place**  
**SHARE-THE-FUN**

📍 KAILEE




**Awards Trip**  
**NATIONAL 4-H**  
**CONGRESS-ATLANTA**

📍 TUCKER, GRACIE, & AVA




**Scholarship Winner**  
**LANGLEY BELL 4-H**  
**LEGACY SCHOLARSHIP**

📍 GRACIE




**Scholarship Winner**  
**T.G. WILLIAMSON**  
**4-H SCHOLARSHIP**

📍 KAILEE




**Scholarship Winner**  
**FRED & MABEL BARBER**  
**4-H SCHOLARSHIP**

📍 MADELYN





**Florida 4-H Leader**  
**of the Legacy**  
**NW DISTRICT WINNER**

📍 GRACIE




**Scholarship Winner**  
**PLATT MEMORIAL**  
**4-H SCHOLARSHIP**

📍 BRAYDEN

**State Winner**  
**JUNIOR PHOTOGRAPHY**  
**BLACK AND WHITE**

📍 VIVIANNE




**State Winner**  
**INT. PHOTOGRAPHY**  
**BLACK AND WHITE**

📍 WESTON






**State Winner**  
**SENIOR PHOTOGRAPHY**  
**STILL LIFE**

📍 RYAN




**3rd Place**  
**TEAM DEMONSTRATION**  
**SCIENCE & TECHNOLOGY**

📍 LANEY & RYAN

**1st Place**  
**TEAM DEMONSTRATION**  
**PERSONAL WELL-BEING**

📍 AVA & KAILEE




**2nd Place**  
**DEMONSTRATION**  
**FOOD NUTRITION, FOOD**  
**SAFETY, & FOOD SCIENCE**

📍 CHLOE




**Blue Ribbon**  
**DEMONSTRATION**  
**NATURE & THE OUTDOORS**

📍 A.T.




**2nd Place**  
**DEMONSTRATION**  
**COMMUNICATION &**  
**MEDIA ARTS**

📍 GRACIE




**Blue Ribbon**  
**DEMONSTRATION**  
**SCIENCE & TECHNOLOGY**

📍 SCOTT




**Blue Ribbon**  
**PUBLIC SPEAKING**  
**GENERAL**

📍 BENJAMIN