

SOCIAL MEDIA PIECE (INDIVIDUAL), Chris Lauen

UF/IFAS Extension Holmes County

Outdoor Adventures: Promoting Youth Hunting Opportunities Via Social Media

Objectives:

The goal of this social media piece was to inform and invite families to participate in an upcoming youth hunting opportunity designed for youth with little or no prior hunting experience. The post aimed to generate interest, provide key details, and encourage sign-ups while emphasizing safety, education, and the benefits of outdoor recreation. Outdoor education is a key component of 4-H programming in Holmes County.

Program Goals and Youth Involvement (Background):

The youth hunting program is designed to introduce participants to responsible hunting practices, wildlife conservation, and outdoor skills in a safe and supportive environment. The program aims to instill respect for nature, teach ethical hunting practices, and foster an appreciation for conservation efforts. Youth can get involved by registering through Holmes County 4-H, attending mandatory safety training, and participating in guided hunting experiences led by experienced mentors.

Target Audience:

Parents, guardians, and youth interested in outdoor activities, conservation, and hunting. The post specifically targets families new to hunting who may be seeking a structured and supportive introduction to the sport.

Current Population:

Holmes County, Florida, has a population of approximately 19,000 residents. This social media piece is designed to reach local families as well as a broader audience through Florida 4-H and partner organization platforms.

Methods Used:

The piece utilized engaging visuals, clear and concise messaging, and a compelling call to action. The Agent created the graphic and logo in Canva. The post was shared on Holmes County 4-H Facebook page. Additional reach was achieved through shares by partner organizations, local stakeholders, and conservation agencies.

Impact Results:

The outcomes included:

- Increased awareness of youth hunting opportunities.

- Higher engagement and inquiries from youth, parents, and guardians. There was an increase in the number of families interested in participating in 4-H programming.
- Strengthened partnerships with local conservation groups and hunting mentors.
- The individual social media piece received 2,644 views. “Organic” success, with no sponsored or boosted content.

Role of Applicant:

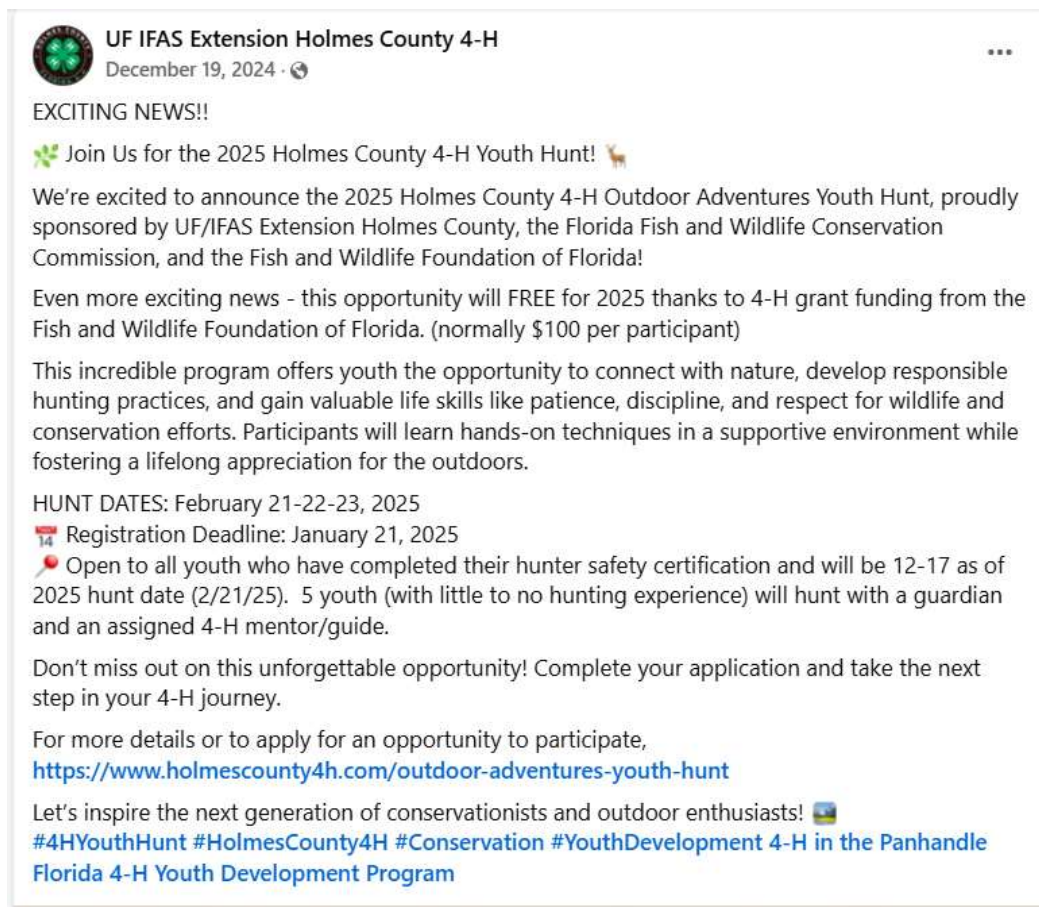
The 4-H Agent was responsible for drafting and publishing the social media content, coordinating with partner organizations for cross-promotion, and responding to inquiries.

Publisher's Requirements:

All content adhered to Florida 4-H branding and social media guidelines, ensuring accessibility compliance and appropriate logo usage. Posts were optimized to promote event details and included pertinent “tags” as well as the Holmes County 4-H website.

Production Costs:

Time investment for content creation, graphic design, and engagement monitoring is approximately 3–5 hours, valued at \$100–\$200.





OUTDOOR ADVENTURES
YOUTH HUNT

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