

NAE4-HYDP Social Media Piece Team Entry
Alachua County 4-H State Horse Show Clinic Camp
Sale, M. L., Grosz, A.

- **Objectives**

The objective of this social media piece was to encourage registration for the Alachua County 4-H State Horse Show Clinic Camp by:

- Highlighting the purpose of the camp in preparing youth for the state horse show.
- Providing all event details and information in one concise post to simplify event marketing.

- **Target Audience**

The target audience was youth who had qualified for the Florida 4-H State Horse Show. Because of the location of the camp, this was primarily marketed to youth in the Area North region of Florida since these youth had the highest likelihood of attending.

- **Current Population**

There were 53 State Horse Show qualifiers in the Area North region of Florida, 12 of whom live in Alachua County where the camp would take place.

- **Methods Used**

First, the logistics of the camp were planned, and the registration was created. Then, the content for the piece was developed. Last, the design of the piece was created around the content. Once posted, it was shared via Facebook and email to the appropriate audience.

- **Impact Results**

There were 10 youth who attended the camp throughout the week. There was a mix of youth from Alachua County and from outside of Alachua County. Additionally, other individuals who were not able to attend the camp reached out with interest in future programs offered because they saw the post.

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

Addison Grosz created the content of the post, and Mary Lee Sale developed the design.

- **Publisher's Requirements**

UF/IFAS Extension requires proper use of organizational logos, including the 4-H clover, and for the post to align with branding standards including proper fonts, colors, graphic elements, etc.

- **Production Costs**

There were no costs to develop or publish this piece. A free nonprofit version of Canva Pro was used to create each piece.

The Wild 4-Horses 4-H Club of Alachua County Presents

STATE HORSE SHOW CLINIC CAMP

A WEEK OF STATE PREP CLINICS
WITH EDUCATION, TEAMBUILDING, & FUN



STATE SHOW QUALIFIERS
FROM ANY COUNTY



JUNE 3-7, 2024
10 AM-7 PM EACH DAY



\$17 REG + \$73 STALL
OPTIONAL \$30/DAY RV HOOKUP



**ALACHUA COUNTY AG
& EQUESTRIAN CENTER**

23100 W NEWBERRY RD., NEWBERRY FL



REGISTER BY 6/1/24



on 4-H Online