



# Follow the Leader! #4H Grows Here

## Introduction to 4-H

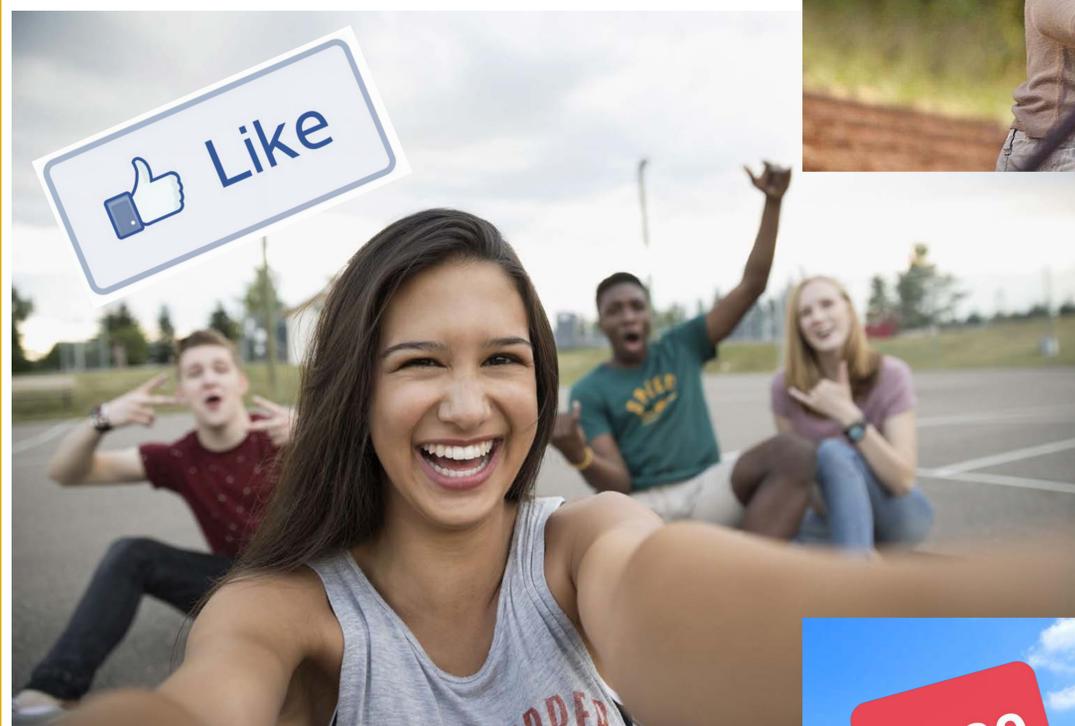
- Inspiring youth to learn by doing for over 100 years
- Members pledge to exercise the 4-H's: Head, Heart, Hands, and Health in service to the community
- Nurturing youth by developing life skills, responsibility, and leadership through areas of environment, science, health, and community involvement

## Purpose

- Increase social media visibility
- Increase youth enrollment

## Project Plan

- Establish a viable outreach plan that requires minimal to no budget, and is feasible for number of paid staff
- Capitalize on existing youth participation in social media to help spread the 4-H brand



## Summary

- Created a user-friendly social media outreach plan:
  - Analyzed current media platforms
  - Data mined characteristics for high post engagement
  - Compiled popular hashtags that create buzz
  - Organized a media outreach implementation strategy
  - Set timeline and goal for re-evaluation of program enrollment % increase

## Recommendations

- Evaluate usefulness of outreach plan through organization feedback
- Reanalysis of youth enrollment in one year

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