

Using social media to increase programming reach by addressing real-time issues.



Nebraska Extension prides itself in addressing current issues that farmers and ranchers are battling in the field and N Field Observations meets that requirement. N Field Observation is a video posted through social media focusing on real-time issues. Videos are created by Extension Specialists and Educators out in the field with their cell phones. Posts are shared via Facebook, Instagram, Tik Tok and X (formerly Twitter). X is the preferred outlet with an average of 1,185 posts.

### Programs At-A-Glance

- Beef classes were offered to Beef producers in Holt/Boyd Counties with 80 learning about new techniques on fencing & water for Beef Cattle. 83 youth learned about YQCA in person.
- Twelve food service managers and food handlers in Holt-Boyd counties who took the National Restaurant Association's Food Safety Course ServSafe reported positive food safety changes.

# 40%

of youth in Holt County were reached through 4-H programming.

**STRENGTHEN NEBRASKA  
AGRICULTURE & FOOD SYSTEMS**

# 70.5%

of youth in Boyd County were reached through 4-H programming.

**INSPIRE NEBRASKANS &  
THEIR COMMUNITIES**

# 3,050

childcare hours were awarded from October 2022 to March 2023 by Fit and Healthy Kids programing.

**ENHANCE THE HEALTH  
& WELLBEING OF ALL  
NEBRASKANS**

