

**Hayley Conrad** is the Social Media Manager for the Virginia Tech College of Agriculture and Life Sciences, including Virginia Cooperative Extension and Virginia 4-H. She manages and creates content for the college and state-level social media channels, sharing stories that highlight the impact of teaching, research, and Extension across Virginia. With a background in graphic design and higher-ed marketing and communications, she helps college and Extension units create intentional, engaging content that strengthens outreach and supports the land-grant mission.