



Purpose: The State 4-H Policy Advisory Committee is currently reviewing the literature and best practices on the use of social media by youth audiences. Based on this review the State 4-H Policy will develop policies regarding the use of social media sites such as Facebook, for review and approval by the State 4-H Director. These policies are being created to protect our 4-H youth, families and adult volunteers. Although the policies are not yet available, the following processes and practices should be adhered to by any 4-H club or council who wishes to have its own Facebook page, or any other social networking site.

If a 4-H club, council or project group has a Facebook page, it should be used to provide educational/informational posts about 4-H activities. The guidelines below will allow you to provide information to your “Fans” while limiting their ability to randomly post to everyone’s accounts. If something inappropriate is posted to your wall, the administrators should have the ability to delete the post and/or block the person posting, if necessary.

1. Who has administrator access:

- a. Only 4-H members who are 13 years of age and older or an adult 4-H volunteer shall have the authority to maintain a 4-H related Facebook page. We recommend youth members work in partnership with a 4-H adult volunteer or older teen mentor.
- b. A 4-H member, officer or adult volunteer should be designated to regularly update the Facebook Page. The Community 4-H Club volunteer (or other adult volunteer) must be added as administrators (see below).

2. What are roles & responsibilities

- a. A designated 4-H adult volunteer, such as the Community 4-H Club Leader, must monitor the page regularly (recommended weekly).

3. Guidelines

- a. Do not use the names of 4-H members when posting 4-H photos (e.g., no tagging).
- b. Please follow all policies regarding the use of the 4-H name and emblem and be sure to use a proper 4-H logo.
- c. Do not post copyrighted material. This includes videos with copyrighted music (e.g., event “afterglows” with copyrighted music).

4. Creating a fan page

- a. You must notify the county 4-H office if your 4-H club has or wishes to establish a Facebook page.
- b. DO NOT create a “personal profile” for your club. Instead create an “Official Page”. There is a link to “create a page” when you first go to set up a profile. This protects the 4-H member or adult volunteer maintaining the page, as well as the people who choose to become “Fans” of your page. The main difference is that people will not become “Friends” of your



page, they will become “Fans”. This allows you to set up more restrictions on the page regarding how others can comment or post to your page. Fans will also not have access to the profiles of other fans if they are not already one of their “friends”.

c. Instructions:

- i. Click on “Create a page”.
- ii. Under “Official Page” select “Brand, product or organization”. Select “Non-Profit” in the drop down menu.
- iii. Enter your page name (name of 4-H club) and check appropriate boxes. Select “Create Official Page”
- iv. In the left hand column of your page, select “Edit Page”.
- v. In the left hand column, select “Manage Permissions”. Please UNCHECK the boxes that say: “Users can write or post content on the wall,” “Users can add photos”, “Users can add videos”. Select “Save Changes”.
- vi. In the left hand column, select “Manage Admins”. Please add all members or adults who have been designated to maintain the page. Select “Save Changes”.

If your club currently has a page set up as a “personal profile,” please delete it and set up an “official page”. You can go to your own personal profile and invite specific people to become fans of the page once it has been created.

The above directives are effective February 1, 2011 and are to be followed until the official policies are available from the State 4-H Office. Once the official policies are in place, they will replace these temporary directives.

Issued: February 1, 2011, Sharon K. Junge, Interim Director, Statewide 4-H Youth Development Program

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