Social Media Guidelines for Oregon 4-H
Created March 16, 2010

- **County pages are set up as "fan" pages**- anyone can see the information
  - County pages are administered by County Agents/Staff

- Club or group pages are set up as individual profile pages- individuals must be accepted as "friends" in order to view
  - Club pages are supervised by approved 4-H leader

Regarding **county** pages:

1. Administered by County 4-H agent
2. Naming convention of **county name 4-H Oregon**
3. Information should be all professional- office location, phone.
4. 4-H agent will not tag individuals in photos
5. 4-H agent will broadcast event specifics if appeal to entire county and occur in a public venue or setting
6. Branding guidelines will be followed for use of 4-H logo
7. Set administrative controls so tagging is not allowed.
8. A link to the county webpage should be on the facebook fan page.
9. Alert state staff (Sara Miller) when county fan pages are created.

Regarding **club or group** pages:

1. Administered by club or group leader (or jr or teen leader with adult approval/supervision)
2. County fan page should be linked to all clubs or groups.
3. 4-H members and affiliates will request "friendship" and be approved in order to view content and interact.
4. Club leaders are encouraged to communicate with their clubs and reach a group agreement regarding tagging and privacy settings.
5. Club leaders or page administrators will adhere to group privacy settings for event invitations, announcements, and postings.
6. Club leaders or page administrators are encouraged to familiarize themselves with the applications that have access to their club pages.
7. County 4-H agent should be contacted for assistance using 4-H logo and branding guidelines.
General Social Media Guidelines for 4-H leaders, youth, agents

Be Smart-

- Remember that these sites are searched by potential college admissions officers, employers, and your (future) mother in law. Keep it clean!
- Remember the diverse audience that you are addressing, and be circumspect to not use language, images, or link to material that others may find offensive.

Be Safe-

- Monitor application changes for potential holes in privacy
- Let your County 4-H Agent know if you suspect any privacy breaches.
- Beware of applications that pull user's data and regularly purge active applications.

Be Sincere-

- If speaking for your group or club, declare it.
- If stating a personal opinion on a site that is associated with 4-H, declare that your opinion is not necessarily that of the club's or 4-H program
- Remember to phrase information that you share as potentially only relevant to your group, club, state, or organization. The Internet has drawn us closer together, but don't forget that we are still very different people, and do things in different ways. "In Oregon, we....."

Disclaimer

The Oregon 4-H program uses facebook and other social media programs as a method of outreach and communication. In doing so, we do not imply an endorsement of the programs or its affiliated sponsors. In addition parents, leaders and youth are responsible for abiding by facebook (or other social media sites) policies and informing themselves about privacy, settings and age restrictions policies. Facebook links posted on fan or group pages should not be considered an endorsement by the 4-H program.