

Background: Youth spend a substantial amount of time using social media websites. Social media is a term used to label online technologies that allow users to develop and share their own content and interact with others. This content can be in the form of text, photos, or videos. With the increased utilization of social media in daily life, youth development organizations have a prime opportunity to educate young people about digital citizenship. Social media is starting to be a critical way to reach young people, enhance communication, and promote education and positive youth development outcomes. However, the use of social media entails certain risks, some common to face-to-face interaction, while others are unique to this networked public space.

Intent: The 4-H Youth Development Program (YDP) promotes the positive development of young people to enable them to thrive. Providing a safe environment free from physical and psychological harm is paramount in achieving these desired outcomes. The intent of these guidelines is to ensure the 4-H YDP provides a safe place for youth to develop their technology literacy, interest, digital citizenship, identity, and relationships while also protecting the University of California (UC).

Policies: In accordance with the 4-H Policy Handbook, Chapter 10 XV, youth and adult volunteers acting on behalf of the 4-H YDP shall not:

1. Transmit, post, or willingly receive correspondence, text, graphics, movies, sounds, or other media which contains: profanity, advocacy of the use or possession of illegal substances or alcoholic beverages, advocacy of the illegal use or the illegal possession of weapons, or solicitation or the advocacy of sexual misconduct.
2. Attempt to gain access to areas, information, servers, domains, or other material to which expressed permission has not been given. Also, at no time will 4-H members or adult volunteers intentionally violate the laws governing copyrighted material.
3. Harass or cyberbully others through the use of technology. Harassment by e-mail, chats, or otherwise shall not be tolerated. This includes but is not limited to harassment based upon race, color, national origin, religion, sex, physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran.

Misrepresent or assist someone else in misrepresenting his or her true identity to others through technology. Members or adult volunteers will not claim to be or represent themselves as being someone else. Those who represent the 4-H YDP through technology do so under their own identity.

4. Seek to promote specific religious orientations or political opinions on behalf of the 4-H YDP or UC. While members and adult volunteers retain the right to advocate their own

- When acting in a capacity that gives the impression you are speaking for others in 4-H, UC, or more than yourself.
- Any content (text, photos, etc.) on a 4-H specific group; posted either from that “group” or an individual who posts information on that group’s page.

Guidelines for Social Media

These guidelines are not specific to the social media technology utilized. Examples of social media include blogs, social networking (e.g., Facebook, Myspace, Google+, Twitter), or video and photograph sharing (e.g., YouTube, Flickr, Picasa). Rules and guidelines of individual social media websites should be observed.

1. Purpose

- a. 4-H county, club, unit, or project presence on a social media site must be used for educational, informational, and/or communication/group coordination purposes in furtherance or support of the 4-H mission and direction.

2. Administrator Access:

- a. An appointed 4-H adult volunteer must be added as an administrator.
- b. Upon request, UCCE 4-H YDP staff must be added as an administrator.

3. Roles & Responsibilities

- a. Notify the county 4-H office if your club, unit, or project has or wishes to establish a social media site.
- b. All 4-H YDP and UC policies as well as these guidelines must be followed.
- c. We recommend youth members work in partnership with a 4-H adult volunteer or older teen mentor in the development and maintenance of the site.
- d. A 4-H member or 4-H adult volunteer should be designated to regularly update the site.
- e. A designated 4-H adult volunteer, such as the Community 4-H Club Leader, must monitor the page regularly (at least weekly).
- f. Upon request of the UCCE 4-H YDP staff, remove the site immediately.

4. Guidelines

- a. Photographs:
 - i. Do not use the names of 4-H members when posting photos.
 - ii. Tagging is not permitted.
 - iii. Do not post photos meant to embarrass a member (cyberbullying).
 - iv. Do not post photos that might be taken to resemble suggestive behavior.
- b. Do not post copyrighted material. This includes videos with copyrighted music (e.g., event “afterglows” with copyrighted music).
- c. Follow all policies regarding the use of the 4-H name and emblem and be sure to use a proper 4-H logo.

5. Consequences for Violating Policy or Guidelines

- a. Removal of the 4-H-specific portion of the social media site.

- b. Access to the 4-H-specific portion of the site restricted or blocked.
- c. Any of the consequences outlined in the 4-H Member Code of Conduct or 4-H Adult Code of Conduct, Responsibilities, and Rights.
- d. Other consequences a deemed appropriate by County Director.

Resources

4-H Member Code of Conduct

<http://4h.ucanr.edu/files/172639.pdf>

4-H Adult Code of Conduct, Responsibilities, and Rights

<http://4h.ucanr.edu/files/16404.pdf>

4-H Policy Handbook, Chapter 10 XV. Website Privacy

<http://ucanr.org/sites/UC4-H/Administration/Policies/Chapter10/#XV>

National 4-H Council Social Media Guide

http://www.4-h.org/uploadedFiles/Get_Involved/Social_Media/dashboard/4-H%20SocialMediaBestPracticesGuide_FINAL.pdf

NAE4-HA Social Media Policy

http://www.4-h.org/uploadedFiles/Get_Involved/Social_Media/dashboard/4-H%20SocialMediaBestPracticesGuide_FINAL.pdf

National 4-H Headquarters – Using the 4-H Name & Emblem

<http://nifa.usda.gov/resource/4-h-name-and-emblem>

Facebook Specific Guidelines

If a 4-H county, club, unit, 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 the people that “Like” your page while limiting their ability to post to everyone’s accounts. If something inappropriate is posted to the Page’s wall, the administrators should have the ability to delete the post and/or block the person posting, if necessary.

Creating a Page

1. You must notify the county 4-H office if your 4-H club, unit, or project has or wishes to establish a Facebook Page.
2. DO NOT create a “personal profile”. Instead create an “Official Page”. There is a link to “Create a Page” when you click on “Pages” from the left-hand menu. This protects the 4-H member or 4-H adult volunteer maintaining the page, as well as the people who choose to “Like” your page. The main difference is that people will not become “Friends” of your page; they will only be listed as “Liked”. This allows you to set up more restrictions on the page regarding how others can comment or post to your page. People will also not have access to the profiles of others if they are not already one of their friends.
3. Instructions:
 - a. Click on “Create a Page”.
 - b. Under “Create a Page” select “Company, Organization, or Institution”. Select “Non-Profit Organization” in the drop down menu.
 - c. Enter your page name which should be the name of 4-H club, unit, or project and check appropriate boxes. Select “Get Started”
 - d. In the right hand column of your page, select “Edit Page”.
 - e. In the left hand column, select “Manage Permissions”.
 - i. Set Country Restrictions to the “United States” and Mark “Only show this page to viewers in these countries”.
 - ii. In the dropdown menu for Age Restrictions select “Anyone (13+)”.
 - iii. CHECK the boxes that say: “Users can write or post content on the wall,” “Users can add photos”, “Users can add videos”. Select “Strong” on the Profanity Blocklist. Select “Save Changes”.
 - iv. In the dropdown menu for Profanity Blocklist select “Strong”.
 - f. In the left hand column, select “Manage Admins”. Please add all members or adults, including the Organizational Unit Volunteer, who have been designated to maintain the page. Select “Save Changes”.

If your club, unit, or project 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 “Like” the page once it has been created.