



## Colorado 4-H Guidelines for Social Media

*Adapted from the University of California, 4-H Youth Development Program (2015)*

**Background:** An alternative to having meetings in person is to use social media to gather and share information. Social media is a term used to label online technologies that allow users to develop and share their own content and interact with others. The 4-H Youth Development Program 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.

Social Media is starting to become a critical way in which we connect with our 4-H Families and Volunteers, increase our communication and promote education and positive youth development. The use of social media entails some risks and we can reduce these risks by following some basic guidelines and best practices. Additionally, following these guidelines helps ensure the 4-H Youth Development program provides a safe place for youth to develop their technology literacy, digital citizenship, identity and relationships.

**Policies:** Volunteers acting on the behalf of the Colorado 4-H Youth Development Program shall not:

1. Transmit, post or willingly receive correspondence, text, graphic, 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. Harass or cyberbully others through the use of technology. Harassment by email, chats or otherwise shall not be tolerated.
3. Misrepresent or assist someone else in misrepresenting his or her true identity to others through technology. Those who represent the 4-H Youth Development Program through technology will do so under their own identity and will not claim to be or represent themselves as being someone else.
4. Seek to promote specific religious orientations or political opinions on behalf of the Colorado 4-H Program or Colorado State University (CSU). While members and adult volunteers retain the right to advocate their own religious beliefs and political opinions acting as individuals, they will not advocate them in the name of the 4-H or CSU.

What does acting on behalf of the 4-H Youth Development Program mean?

- When acting within the capacity of your role in 4-H.
- When acting in a capacity that gives the impression you are speaking for others in 4-H, CSU, or more than yourself.



- Any contents (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, and Twitter) or video and photograph sharing. 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 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, Colorado 4-H staff must be added as an administrator.

**3. Roles and Responsibilities:**

- a. Notify the County Extension Office if your club, unit or project has or wishes to establish a social media site.
- b. All Colorado 4-H and CSU policies as well as these guidelines must be followed.
- c. It is recommended that 4-H youth and adults work in partnership in the development and maintenance of the site.
- d. The platform being used must be updated and monitored on a regular basis.
- e. Upon request of Colorado 4-H Staff, remove the site immediately.

**4. Guidelines**

- a. Photographs:
  - i. Do not use the names of the 4-H participants when posting photos.
  - ii. Tagging is not permitted.
  - iii. Do not post any photo that may embarrass a member (cyberbullying).
  - iv. Do not post any photo that may be taken as a suggestive behavior.
- b. Do not post copyrighted material.
- c. Follow all policies regarding the use of the 4-H Name and Emblem and be sure to use proper 4-H logo.

**5. Consequences for Violating Policy or Guidelines**

- a. Removal of the 4-H portion of the social media site.
- b. Access to the site restricted or blocked.
- c. Other consequences as deemed appropriate by Colorado 4-H Youth Development



**Resources:**

Colorado 4-H Youth Development Policies and Code of Conduct

<http://co4h.colostate.edu/about-us/4-h-policy-handbook/>

Colorado State University Protection of Minors

<https://extension.colostate.edu/docs/staffres/minors.pdf>

Colorado State University Social Media Policy

<http://policylibrary.colostate.edu/policy.aspx?id=497>

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### **Guidelines for 4-H Social Networking sites - Boulder County, Colorado Program**

The use of social media websites is increasing for educational purposes in 4-H and these communications tools have the potential to create a significant impact on organizational and professional reputations. If used responsibly, all social networking tools and Web technologies can be used within the Boulder 4-H program.

- **Before a video is created, please obtain approval for content from your 4-H Leader. Ultimately it will be approved by the County 4-H Agent.**  
If 4-H members wish to post a 4-H video, encourage them to use approved 4-H video websites, such as the Boulder 4-H YouTube account. (Currently set to private, but will be “unlisted” in the future.) It is expected that all education videos in Boulder County 4-H will go through this format. Note: if you have other exceptions or locations, please contact the Extension office so we can work with you on this format.
- Videos will be hosted on YouTube. A location and list of our resources will be posted on our website for access.
- In order to comply with website rules, they must be in a private location on YouTube to follow state policies.

### **Guidelines for Creation of Videos**

- Videos created by 4-H members should be approved before uploading to any video websites.
- An adult 4-H Leader or Staff should be included as the website/webpage administrator and should regularly review and approve the content.
- **Chunk lectures** into short components (10 minutes or less--one concept at a time) so that students with limited internet service can more easily access materials. (3-5 mins is ideal)
- **Closed Captioning:** All lessons and video submissions should make use of the closed captioning. Youtube has some good resources to do this process and we are happy to help.
- Be sure to follow all Colorado State University and Colorado State 4-H policies, code of conduct and dress code.
- All subject matter should be 4-H appropriate and relate to Colorado 4-H programs and projects. Consider value to the group.
  - Is the video project-related? Is it educational? Does it help members complete their 4-H project requirements? (A video of goofy friends singing pop songs might not be of value on a 4-H project site.)
- Do not include personal information such as name, address, physical location, etc.
- Speak at the camera directly and avoid speaking in different direction away from the camera.
- Be positive and encouraging in your delivery.
- Have Fun!

### **To post on our Boulder 4-H YouTube account follow these steps:**

1. Get approval from your 4-H Leader for content/script of video
2. Upload your leader-approved video to an online storage location and send a link to [boulder4h@gmail.com](mailto:boulder4h@gmail.com) Examples of these online storage locations are:
  - Icloud
  - Google drive
  - OneDrive
3. Send an email to [fkroschel@bouldercounty.org](mailto:fkroschel@bouldercounty.org) to let us know that you have uploaded a video, and to which area of the Boulder 4-H channel you would like it posted (General/youth council, Project area, club or group area? )
4. We will upload to the Boulder 4-H YouTube channel and then share the link with you. *(Please note these are private YouTube channels and only those with the link will be able to view.)*
5. We can add a separate channel/playlist for your club or group or topic area.