Social Media Guidelines

Social media websites like Facebook have become a popular place for communication between 4-H educators, clubs, and members. If you’re interested in creating a social network page for your club or county, keep the following guidelines in mind to ensure safety and privacy.

1. 4-H social networks should not be mandatory and the only means of communication. Participation of accounts by members should be optional and voluntary.
2. 4-H social network pages should be created and administered by county 4-H professionals or club leaders. They should be familiar with privacy settings so appropriate controls can be implemented regarding group membership and postings. Administrators should be reliable and should monitor all postings.
3. It is recommended that a club/county should create a “fan” page and not an individual or group page.
4. All information on the social network page should be professional. They should contain links to additional resources such as other 4-H county, club or state pages.
5. When posting photos and videos of youths and adults be sure to:
   - Have signed photo releases
   - Do not include last names, ages, schools, and locations
   - Do not allow or tag youth in photos or videos
   - Restrict others from posting photos of videos to your page without permission
6. Adhere to copyright, fair use and financial disclosure laws.
7. When posting on a 4-H social network page, make sure to be clear and speak in the first person. Your behavior and posts should represent your county or club well and reflect positively on 4-H. When stating an opinion, be sure to state it is your own and not that of the University of Idaho 4-H Youth Development.
8. All county or club pages associated with Idaho 4-H should be registered with the University of Idaho at: http://www.uidaho.edu/webcomm/socialmedia/guidelines/start.
9. All policies and guidelines outlined by the University of Idaho should be taken into account when creating a social networking page.