



April, 2013

Hello!

You are receiving this letter because your 4-H club or group is interested in using social media as a platform to communicate about the Mason County 4-H Youth Development Program.

According to WA State 4-H Program Director, Pat BoyEs, "While these technological applications have provided unprecedented access to information and communication across Washington State and the nation, there have been a number of abuses that have led to inappropriate material reaching 4-H members."

Using social media in the Mason County 4-H Youth Development Program requires the following steps be completed in order to ensure the safest environment possible for our youth and volunteers. These steps are outlined below:

1. Review the updated electronic communication policies and procedures developed by Washington State University (WSU), which can be found at:
http://public.wsu.edu/~forms/HTML/EPM/EP4_Electronic_Communication_Policy.htm
(The WSU Executive Policy Manual, Executive Policy #4, revision approved 02-07-12)
2. Review the National 4-H standards for use of the 4-H Name and Emblem, which are outlined at: http://www.csrees.usda.gov/nea/family/res/pdfs/using_the_4h_name.pdf
3. Print and complete the *Approval Request for use of Social Media*, found at:
<http://county.wsu.edu/mason/youth/youth/Documents/Social%20Media%20Approval%20Request.pdf>. As noted in the policy under "Affiliated Parties," volunteers and other individuals and entities who have an affiliation with WSU must comply with all provisions that apply to employees with regard to appropriate and prohibited use of WSU IT resources.
4. Return the completed Approval Request form to the WSU Extension Office to acknowledge that you have completed this step in the process.

Once you have completed these steps, you will be able to use social media as a tool to help your club or group strive for the 4-H motto, "To Make the Best Better."

Feel free to contact me if I can answer any questions about the process or 4-H in general.

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4-H teaches life skills that lead young people to become self-directing, positive, contributing members of our society.

Approval Request for use of Social Media and Related Online Communications

Platform (e.g. Facebook, Google+, Twitter): _____

Name of page or site:

URL:

Purpose:

Administrator/Manager:

I understand the following as outlined in Executive Policy #4, Electronic Communication Policy, in the WSU Executive Policy Manual:

- Activities must be transparent;
- Real names are to be used (no pseudonyms or anonymous postings);
- My role at WSU will be disclosed;
- A professional attitude must be maintained at all times; and
- Records of account/site usernames and passwords will be maintained to facilitate transition of account management if necessary.

I will respect WSU time and property and understand the difference between personal and professional use (see RCW 42.52.160, WAC 292-110-010, and BPPM 20.37).

I will protect confidential and proprietary information (see BPPM 90.05, 90.06, and 90.07).

I will respect copyright and fair use.

I will not use the WSU or WSU Extension name or logo inappropriately (see BPPM 35.10 and 60.90).

I will follow WSU public records and records retention policy and will ensure that the contents of the site are archived and retained as required (RCW 40.14, 42.56, BPPM 90.01, 90.05).

I will adhere to the terms of service as applicable to the social media platform utilized.

WSU Employee Name Signature Date

Approval to participate as part of job: Signature Date

Supervisor Name

Approval for official groups or pages: Signature Date

Dean/Vice President/Chancellor