

4-H Club Web Posting and Social Media Policy

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Washington State 4-H clubs are invited to have their club web pages linked to, from the state 4H website (<http://4h.wsu.edu/>) and Four*H*Web (<http://4-h.org/fourhweb/>).

This is offered to give 4-H clubs an opportunity to showcase the work of its members, to promote 4-H and to offer a means of communicating with the public about the activities of your club. It is an opportunity for your members to explore web page creation and social media communication.

Social media contains powerful communication tools that can be of great benefit to forwarding the mission and the message of Washington State University. These tools can also have a significant impact on organizational, professional and personal reputations. Washington State University recognizes that social media sites, such as Facebook, LinkedIn, Twitter, YouTube, etc., and individual web pages, weblogs, or blogs, **can be effective tools for exchanging information and raising the visibility of the 4-H Program.**

Therefore, **volunteers are permitted and encouraged to contribute appropriate content about 4-H and their club.** However, there are a number of **rules and guidelines when posting information about the 4-H program on official and club social media sites, blogs, and other forms of user-generated media.** The use should be for the benefit of the WSU Extension 4-H Youth Development. The use should also be consistent with the nature of official 4-H business or be approved by the volunteer's County 4-H Professional.

Individual Club Web Pages. Individual clubs may create Web pages and other electronic publications that provide information relevant to that individual club's role in 4-H. **The work on individual Web pages and electronic publications represents the work of individual clubs, volunteer and members who created them, and they are not intended to represent WSU 4-H.** As such, WSU bears no responsibility for the content of individual Web pages. They are the responsibility of their developers. **WSU will however, hold the club leader responsible for misuse of the WSU 4-H name and emblem or for identifying a social media page as a 4-H page.**

Official groups or pages must be supervisor-approved. Websites, groups and fan pages on social media sites are easy to create and promote, sometimes making it difficult for users to identify "official" pages. Moreover, social media pages require input and maintenance to be effective. If a volunteer or project group feels there's a need and value to generating an official group or page for WSU Extension 4-H, the volunteer must gain approval from his or her county 4-H Professional before creating a webpage or social media site. The volunteer is expected to maintain a professional attitude when representing WSU Extension 4-H. The volunteer must maintain records of account/site usernames and passwords to facilitate transition of account management to another volunteer or county 4-H Professional when necessary.

Following are guidelines to post an official 4-H club homepage, social media or to post a link to your club's page:

- Be a currently enrolled 4-H club/volunteer/member in Washington State.
- Have an email contact for the 4-H volunteer homepage or site creator/administrator.
- Have current date displayed to insure the content is up-to-date. Examples: include the date of the page's development or revision; the page's expiration date when appropriate; or current calendar items.
- Do not include last names, email addresses, telephone numbers or other identifiers that would allow the viewing public to make contact with members.
- Included a link to WSU's Copyright, Disclaimer, and Freedom of Expression Policies.

- **Washington State 4-H club websites shall not be used for:**
 - Supporting, establishing, or conducting any private business operation or commercial activity;
 - Conducting personal activities unrelated to 4-H educational purposes;
 - Violating WSU Extension's policy of prohibiting discrimination against individuals on the basis of race, sex (including sexual harassment), religion, age, color, creed, national or ethnic origin, physical, mental, or sensory disability, marital status, sexual orientation, and status as a Vietnam-era or disabled Veteran;
 - Intentionally disseminating, accessing, or providing a hyperlink to obscenity, as that term is defined by the law;
 - Respect copyright and fair use. When posting, employees must be mindful of the copyright and intellectual property rights of others and of the University. (thus, information technology and network users who do not hold the copyright on a work must have permission to publish information, graphics, cartoons, photographs, or other material, or the publication must be otherwise permitted under copyright law); For more information on WSU copyright guidelines go to: <http://publishing.wsu.edu/copyright/>
 - Violating trademark law;
 - Violating any federal, state, or local law;
 - Copying of software in violation of a license or when copying is not authorized.

Personal versus professional use. Volunteers' personal social networking sites should remain personal in nature and should not be used for 4-H related purposes.

Restrict the use of Washington State University and 4-H logos. Do not use the WSU name to promote a cause, or political party, candidate, or non-WSU-affiliated product. Do not use the WSU spirit logo or any other University images or iconography on personal social media sites.

Terms of service. Obey the terms of service of any website or social media platform employed.