4-H Member and Club Facebook Tip Sheet
You posted WHAT?
A look at how teens and adults can use social media responsibly

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Recommendations for 4-H Clubs on Facebook

Create a Facebook Group for your club

- **What is a Facebook group?**

  - "Groups are communities for you and other group members to discuss common interests. Groups are shared spaces, so your soccer team can plan the season's roster together and share each other's photos from the championship" (Facebook Help Center, 2012).

  - Unlike Facebook Pages, you can change Group privacy settings and limit who can see information. Anyone can follow a Facebook Page whereas a Group can allow only approved members to see information.

Club Recommendations for Security Settings for Groups

- Set the Group privacy to Closed or Secret.

  - Closed Groups: Individuals must either be invited or request to join a closed group. Anyone on Facebook can see the group name, who is a member and who has been invited. However, only members can see group posts.

  - Secret Groups: Cannot be found in searches; non members cannot see anything about the group. To join you must be added by a member of the group.

- Monitor ALL posts on the group. Check on your group a couple times a week to make sure all content is appropriate.

  - At least one adult adviser from a club should be an administrator, not only for security and monitoring, but also to allow for continuity of the group as members' roles change.

Other Group Recommendations

- Make your County 4-H Extension Educator aware of your Group. Ask them if they would like to be a member of the group.

- Follow the guidelines for the proper use of the 4-H Name and Emblem. Information can be found on the National 4-H Web site: http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html

- Make sure all photos/videos are 4-H appropriate before posting on Facebook, even in a closed or secret group.

Other Group Recommendations Continued

- Let individuals tag themselves in photos or videos; don't tag photos for them.

- Consider adding the administration of your club's Group to an officer role or creating a new officer position to be the administrator of the Group.

Benefits and Other Uses of Facebook

- Let club members know about upcoming events through posts on Facebook

  - Be aware of who all can see what you are posting in a group or on your own personal page.

    - Instead of posting specific details, invite or remind members to check their e-mail for the specific event information.

- Facebook allows members and families to share information or ask questions to the rest of the club or the county.

- If your County 4-H Office has a Facebook Page, it can allow you to advertise upcoming events for your club.

  - Post details of fundraisers or open events that you would like to invite the general public to attend.

  - Follow your county's guidelines for posting on the county Page.

Useful Links

National 4-H Council Social Media Dashboard — http://www.4-h.org/get-involved/social-media/

The Social Media Dashboard contains links to 4-H's national social media presence along with guidelines and educational webinars on the use of social media.

National 4-H on Facebook — https://www.facebook.com/4-H

National 4-H on Twitter — http://twitter.com/4h

Porter County 4-H Facebook Page — https://www.facebook.com/PorterCounty4H

An example of an Indiana County 4-H Facebook page.

All Materials Needed to Replicate Available At:
http://www.four-h.purdue.edu/volunteer/citizenshipeducation.cfm