

Basic Social Media Etiquette for 4-H Volunteers

Use separate accounts

- Set up separate accounts for your 4-H activities and for your personal and family interactions. Facebook and other social media outlets allow for only one account per e-mail address, so you can set up a 4-H club address for free with Google's Gmail or Yahoo Mail.
- 4-H staff and volunteers should not interact with 4-H members on their personal social media sites. Promotion of 4-H events, activities, member interaction, etc. should only take place on ACES supervised and approved pages.

Social media on Alabama 4-H Club sites

- Authorization to create and administer a social media account on behalf of Alabama 4-H requires authorization from an official ACES/4-H staff member at the county or regional level. These 4-H Club accounts should be "Official Pages" not "Personal Profiles".
- Administrative access must be granted to at least two Alabama 4-H Direct Volunteers and one 4-H staff member (REA, CEC, or County Agent) Only administrators should be able to post information to the 4-H site and are responsible for the continuous posting of information and reviewing of the site for appropriate comments, adult-youth interactions, etc.
- Alabama 4-H reserves the right to remove content if deemed inappropriate due to inclusion of any of the following:
 - Language, images or video that is determined to be profane, obscene, vulgar or lewd.
 - Derogatory or discriminatory language (including comments about sex, age, race, sexual orientation or religious affiliation).
 - Spam posted regarding the same content, matter, links, video, or any other media.
 - Use of specific names of individuals.
 - Any advertisement for products.

Basic Guidelines:

- Do not use the names of 4-H members when posting 4-H photos (e.g. no tagging).
- Please follow all policies regarding the use of the 4-H name and emblem and be sure to use a proper 4-H logo.
- Do not post copyrighted material. This includes videos with copyrighted music.
- One-on-one conversations between volunteers and members should not take place via text message or Instant Messenger.
- Members in these communities must comply with age requirements regulated by the social media sites. Most sites require parental permission if under age 13.
- Alabama 4-H and its designee reserves the right to monitor, prohibit, restrict, block, suspend, terminate, delete or discontinue a member's access to any social media site approved by Alabama 4-H or it's designee at any time.