

## STAY SAFE

All postings should be positive, appropriate, and safe for our members, volunteers, and staff.



# SOCIAL MEDIA BEST PRACTICES



#THATS4H  
#4HINSPIRES

## BE A GOOD SOCIAL MEDIA NEIGHBOR



## OPEN VS. CLOSED GROUP

Think about the purpose of your social media and who should see it.



Confirm that everyone has a photo release form before posting.



## OKAY TO SHARE

Approved leader emails, general meeting information, and Extension contact info.



## WE ARE HERE

Your local Extension office is here to help, as an admin or a follower!

## PRIVACY COMES FIRST



Do not post exact meeting details, phone numbers, or a youth's full name.

## BE A BRIGHT LIGHT, BUT NOT A SPOTLIGHT



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

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Early requests are strongly encouraged to allow sufficient time for meeting your access needs

# SOCIAL MEDIA BEST PRACTICES



## WHAT IS YOUR GOAL?

- What is your goal in having a social media presence? Who needs to see it in order to reach this goal? Do you need a Facebook group/page to reach your goal? It's okay to decide that a group text or email is sufficient means for club communication.

## POSSIBLE GOALS

- Recruit more members (open group)
- Promote the 4-H club (open group)
- Give out detailed meeting information such as addresses, phone numbers, etc. (closed group)

## OPEN VS. CLOSED GROUP

- Facebook groups are often more popular than pages.
- Groups can either be open (external marketing/showcasing accomplishments) or closed (relaying important club information to just members). Either option is okay with rules.
- Privacy rules should always be followed- When applicable, avoid full names when sharing. Always feature only those who have a signed photo release for announcements and photos.
- If you have an open group or page you cannot advertise specific meeting time or location.
  - Example: (NO) Meeting at Community Center at 6 p.m.
  - Example: (YES) Meeting in West Bloomington on every third Tuesday of the Month.

## PRIVACY COMES FIRST --- BE A BRIGHT LIGHT, NOT A SPOTLIGHT

- Privacy should always be everyone's number one concern.
- Do not post exact meeting details (time/date/location), youth's full name (ex: use club name and "members of" instead), or a leader's phone number.
- Confirm that everyone has a signed photo release before posting any pictures.
- In activities such as tagging, you should not identify individuals including youth.
- If they so desire to be tagged in a photo, the individual must self-tag.
- Leaders: if you need help confirming if members in your club have signed this form, contact 4-H staff at the Extension office at 309-663-8306.

## WHAT IS OKAY TO POST?

- It is always safe to share the Extension Office's contact information
- General town location of meeting
- Approved leader email addresses
- Upcoming club activities, approved fundraisers, community events, and more

## PROTECT THE BRAND

- Your social media presence should always properly represent the values and standards of University of Illinois Extension and Illinois 4-H.
- You are welcome to use the approved 4-H Clover image for the benefit of the club, with designs approved.

## BE A GOOD SOCIAL MEDIA NEIGHBOR

- Share often! Supporting other 4-H communities is always encouraged. Give a 'like' and a 'share' to other 4-H clubs, county Extension news, and Illinois 4-H highlights.
- Send and share updates with forms of approved club photos to Extension to post on county pages.

## WE ARE HERE FOR YOU

- The Extension office is here to help you be successful! Reach out if you ever have a question or would like us to share one of your posts over to our page.
- Have fun as you leverage your skills and experience to be effective and safe in social media!