Media 4 YOUth

Web Page Guidelines for 4-H Groups

Many 4-H clubs and groups want to create websites. Websites give members and families another way to interact with one another; attract new members, showcase group activities, and keep everyone connected. This document has been developed to help you plan, create, and maintain your webpages, and be safe in your creations.

Web Site Content Guidelines

Creating web pages increases communication and provides opportunities for learning valuable technology and life skills. Those responsible for the 4-H web pages have freedom of design but must comply with clover protection policies and the guidelines listed here intended to protect youth and the reputation of the 4-H Youth Development program. County 4-H staff should confirm that guidelines are followed.

Protecting the 4-H Clover

The 4-H logo sends a message. It tells everyone that you are involved in the 4-H Youth Development program. Because the 4-H 'brand' is very valuable – to us and to you – we are very cautious about the way that the clover is used. In fact, the clover is protected by law.

This is not meant to be a deterrent; we want you to use it on your 4-H website. Basic policies for the 4-H Clover include the following:

- **Only use an official 4-H Clover emblem graphic** from http://www.national4-hheadquarters.gov/emblem/4h_name.htm. You need to maintain the proper height and width proportions of the image.
- Text or graphics should never cross or be superimposed on top of the 4-H Clover emblem. Use of the 4-H Clover as a desktop wallpaper or web page background is inappropriate. You also may not use another clover (representing 4-H) as a graphic…needs to be the real thing.
- The 4-H Clover should not be rotated, turned on its side or cropped in any way. You should not change the characteristics of the 4-H Clover emblem - color, style, height/width proportions, etc. The correct ink color for printing the 4-H emblem is PMS 347.

All of these rules might seem strange – but think about some of the other logos that you see…have you ever seen the Nike swoosh backward or upside down? That is not by accident – corporations protect their brand image.

4-H Club/Group Website Checklist

- **Read the NYS 4-H Website guidelines**
- Notify your CCE 4-H staff prior to publishing your club's site.
- In your design, be sure to include the following information:
  - Proper 4-H Name and clover emblem use
  - Links to:
    - Your local CCE county website
    - New York State 4-H Website: http://nys4h.cce.cornell.edu

You may want to include the:

- 4-H Mission statement
- Nondiscrimantion statement

Make sure not to include:

- Personal information regarding 4-H members and leaders
- Pictures with individuals identified by full name
- Non 4-H related content

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Complete information about 4-H Name and Emblem Use is available at http://www.national4-hheadquarters.gov/4h_name.htm. Discuss questions with County 4-H Staff.

Mandatory Links:

All club sites must include links to:

- Your county's Cornell Cooperative Extension website
- New York State 4-H Website: http://nys4h.cce.cornell.edu

Encouraged Statements:

4-H Mission Statement: Use of the mission statement on your web site is encouraged.

The mission of Cornell Cooperative Extension 4-H Youth Development is to create supportive learning environments in which diverse youth and adults reach their fullest potential as capable, competent, and caring citizens.

Non-discrimination statement: **Use of the mission statement** on your web site is encouraged.

CCE Equal Employment Opportunity and Affirmative Action Statement Cornell Cooperative Extension actively supports equal educational and employment opportunities. No person shall be denied admission to any educational program or activity or be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, religion, political beliefs, national or ethnic origin, gender, sexual orientation, age, marital or family status, veteran status, or disability. Cornell Cooperative Extension is committed to the maintenance of affirmative action programs that will assure the continuation of such equality of opportunity.

Protection: The privacy of 4-H members and adult volunteer participating in the program needs to be protected. This includes, but is not limited to, the following items:

- Youth and volunteer's **addresses and phone numbers should not be posted**. (Email addresses may be used only for adults (You may wish to use a separate email for club related correspondence.)
- **Youth in photographs should not be identified by full name**.
- **Club information should be general** and not include individual names, phone numbers, addresses, and/or towns. Always instruct user to contact the 4-H office or appropriate county 4-H staff for more information about the 4-H program. If your site is for your club only, you may wish to use a web site or a blog which limits users. In that case – you would be safe to share more details.

Content: Web site content must be directly related to 4-H Youth Development programs, clubs, projects, and activities. Web site content should represent the 4-H Youth Development Program in a positive way.

Commercial businesses, products, or resources cannot be promoted or sold. If a particular product, educational program or other specifically named item is included, a disclaimer statement should be included somewhere on the page that states that neither the 4-H Youth Development Program nor Cornell Cooperative Extension is endorsing the said item. The following is the official disclaimer statement: "Mention or display of a trademark, proprietary product or firm in text or figures does not constitute an endorsement by Cornell Cooperative Extension and does not imply approval to the exclusion of other suitable products or firms."

Updates: The nature of a web site is to keep the information up-to-date. If a web site can no longer be maintained or the club dissolves the web site should be removed.

Email: If an email address is included on the site, the email contact must be an adult volunteer. The adult volunteer responsible for the web site should develop a system to respond to email questions in a timely, accurate, and appropriate manner, keeping in mind that this email represents the 4-H Youth Development Program.

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Communication Opportunities on the Web

The Cornell Cooperative Extension 4-H Youth Development Program wants 4-H club members to learn more about technology in general and webpages in particular by exploring the tools available for communication on the Internet. Blogs, wikis, Facebook, and YouTube are among the many exciting technologies that allow people all over the world to learn about one another, share information, and express ideas. We encourage you to join the conversation carefully, responsibly, and safely. Below are a few options to get you started.

Wikis

Wikis are user-friendly pages that allow you to collaboratively write with others. Set up a single page, edit it with an easy tool, give your friends access to it. This format is good for planning trips, keeping family shopping lists up to date, and writing documents. Any user who has the password can change the page at any time.
Check out:
http://pbwiki.com/

Blogs

Blogs are online journals (weblogs). Set up a personal blog to share your information with the world, or a community blog that accepts posts from many users. No one else can change what you write: every entry is a new one. Check out:
http://www.blogger.com

Photo Galleries

These can help you share your pictures, graphic art, and other images. If you're interested in sharing photos instead of text with your friends and families, a photo gallery is easy to use. You can set up as many albums as you want. Check out:
http://www.flickr.com
http://picasa.google.com

Youtube

Youtube is a video sharing website. You can upload videos up to 10 minutes long and post them publicly on the web. You can also create "channels" that group videos together by topic. This is a great way to show the world what your 4-H group is doing.
http://www.youtube.com

Facebook

FacebookFacebook is a social networking site that can connect you with those in a common "network": your school, your city, a place you work. You can also add your friends from 4-H. Facebook allows users to create events and invite their friends, and to create groups with discussion boards, photo galleries, and more. Facbeook allows you to post a variety of media on your profile page: photos, videos from youtube, links to wikis; you can even have your blog embedded in your facebook page. Other users will be able to view your profile if you add them as "friends," or if they are part of your regional or school network. However, you can change your privacy options so that only friends can view your information.
http://www.facbeook.om