Web Page Guidelines
for 4-H Clubs and Groups

Website Content Guidelines

Creating web pages increases communication and provides opportunities for learning valuable skills. Those responsible for the 4-H web pages have freedom of design but must comply with Clover Protection Policies. These guidelines 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 about the 4-H Youth Development program. Because the 4-H ‘brand’ is valuable, the Clover is protected by law.

We ask you to use it on your 4-H website and follow these basic policies:


- Texts 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. It must be the official 4-H Clover.

- 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.

Complete information about 4-H Name and Emblem Use is available at http://www.national4hheadquarters.gov/4h_name.htm

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 should include the:
  - 4-H Mission statement
  - Nondiscrimination 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

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.
Web Page Guidelines for 4-H Clubs and Groups

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 website 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 CCE’s non-discrimination statement on your website is encouraged:
- Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities

Protection
The privacy of 4-H members and adult volunteers participating in the program needs to be protected. This includes, but is not limited to, the following:
- 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.)
- Frontal or side faces of youth in photographs should not be identified by full name without a parental/guardian signed Photo Release form on file in the County CCE office.
- Club information should be general and not include individual names, phone numbers, addresses, and/or towns. Always instruct users 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 website or a blog which limits users. In that case – you would be safe to share more details.

Content
Website content must be directly related to 4-H Youth Development programs, clubs, projects, and activities. Website 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
Website information should be kept up-to-date. If a website can no longer be maintained or the club dissolves the website 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 website 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.