

Social Media Guidelines

(not all inclusive, additional guidelines may arise as needed)

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These websites provide the basics for us as an A&M AgriLife related entity:

<http://www.tamus.edu/marcomm/socialmedia/>

<http://www.tamus.edu/marcomm/socialmedia/employee-guidelines/>

<http://www.tamus.edu/marcomm/socialmedia/public/>

<http://publishingext.dir.texas.gov/portal/internal/resources/DocumentLibrary/Social%20Media%20Resource%20Guide.pdf>

The basics:

- Website content must be directly related to 4-H programs, clubs, projects, and activities. Commercial businesses, products, or resources cannot be promoted nor sold. Links to commercial products or services may not be provided from a 4-H website.
- All 4-H websites must contain the 4-H Clover Emblem. Using the 4-H Clover emblem on an Internet site must adhere to federal regulations.
- All 4-H websites must link to <http://texas4-h.tamu.edu/> and/or the county 4-H website
- If comments are allowed to be made on the website or social media site, they should be set to be approved before posting or should be monitored to ensure appropriate content for audience (youth ages 8-18).

Privacy Protection

- 4-H members under the age of 19 must not have their home addresses, home phone numbers, cell phone numbers, or personal e-mail addresses listed on a 4-H Website or other promotional item.
- When using photos of youth, leaders/agents must obtain signed Photo Release Form or ensure the media release is allowed as selected in 4H Connect.
- 4-H club members under the age of 19 must not have their photo, accompanied by their first and last names and county affiliation listed on a 4-H Club Website or other 4-H Club promotional items. Best policy is to put photo with a generic description (congrats for first place pig) or no picture with “congrats to Johnny (no last name) on his first place pig”

Donor and Supporter Recognition

- It is neither acceptable nor permissible to advertise a supporter’s products or services on a 4-H Website.

- When citing donors/supporters, the statement “No endorsement of products or services is implied or intended.” must be placed on the site.

Social Media

- Authorization to present a social media account as an official Texas 4-H club page, must come from the county agent with jurisdiction over the applicable unit.
- Texas 4-H reserves the right to remove content if deemed inappropriate due to inclusion of any of the following:
 1. Language, images or video that is determined to be profane, obscene, vulgar or lewd
 2. Derogatory or discriminatory language (including comments about sex, age, race, sexual orientation or religious affiliation
 3. Spam posted regarding the same content matter, links, video, or any other media
 4. Use of specific names of individuals, clubs or identifiable names with language that defames, abuses or threatens
 5. Any advertisement for products or services or solicitation of funds exceeding more than one post per week
- 4-H club websites and social media accounts must comply with age requirements regulated by the social media site. Most sites require parental permission if under age 13.
- 4-H club websites and social media accounts may not provide any content to a social media site that contains any product or service endorsements or any content that may be construed as political lobbying, solicitations, or contributions or use the social media site to link to any sites or political candidates or parties or use the social media site to discuss political campaigns or issues or for taking a position on any legislation or law.
- 4-H club websites and social media accounts may not provide any content against the Texas 4-H non-discriminatory policy with respect to *“Texas A&M AgriLife Extension provides equal opportunities in its programs and employment to all persons, regardless of race, color, sex, religion, national origin, disability, age, genetic information, veteran status, sexual orientation, or gender identity.”* .
- If 4-H club websites and social media accounts communicate in the public Internet about Texas 4-H or Texas 4-H related matters, they must disclose their connection with Texas 4-H and their role within 4-H Youth Development. 4-H club websites and social media accounts are to use good judgment and strive for accuracy in their communications; errors or omissions reflect poorly on Texas 4-H and the 4-H Youth Development profession.

Borrowed from Florida and edited to make Texas specific.