



Technology, Social Media, and Your 4-H Club

Social media & using technology like email, texting, and apps isn't a trend. It is widely used and becoming more mainstream every day. Social media (like Facebook, Twitter, and Instagram), may help keep your message in front of parents and members in formats they are already using. Using technology may help your club to be more efficient, communicate more effectively, and save valuable time.

Best Practices

Club Email: Makes it easier when communications are coming to & from one common address, and also makes it easier to maintain the mailing list. Be sure whoever monitors the email box checks it regularly. This approach can also ease leader transitions if you keep an archive of messages and your club documents.

Sign-up Apps & Polls: Makes it easy to coordinate who is volunteering or bringing items (reminders can be set up automatically too). You can also use these apps for volunteers to sign up in a schedule or to see everyone's availability to schedule a meeting.

Social Media: Thank donors/volunteers, let families tag themselves & share on their own pages, remind & alert, share good news, set up events, share links from the District and State, & families can share too! If you share pictures, it makes it easy for families to "grab" the images from online for record keeping, award applications, and personal use. All these great images (pictures & videos), plus your words, can help promote & recruit for your club! Social media keeps your group's information available 24/7.

Things to Consider

Families and members **may not be OK** with their pictures being posted to the internet, so check with the Extension Office and verify consent before posting any photos.

Uninvited users may be able to access your club information. Don't share phone numbers, addresses, or zoom links online to the general public, and be careful to set up your security & privacy settings. Use first names only, especially for youth! A good rule to remember is if you post the picture, don't post the name and vice versa. Be careful if you post a screenshot of virtual meetings to not include names identifying the youth.

You may have uninvited information appear on social media pages. Monitor often and be familiar with your privacy settings.

*****Families prefer to communicate in different ways. Social media is NOT a substitute for providing information in print or having it available at meetings. Make sure to share information in a variety of ways, but ALWAYS share the same information in all the formats your club has chosen.*****

