

# 4-H + Social Media



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1. Who is **familiar** with Social Media?

2. Who **uses** Social Media?

EVERY MINUTE of EVERY DAY  
**500,000,000+** Facebook members  
CREATE ALMOST 1 MILLION PHOTOS,  
**wall posts, and status updates.**

**125,000 TWEETS** are tweeted.



**48 HOURS** of YouTube video is uploaded.



# Who Are We?



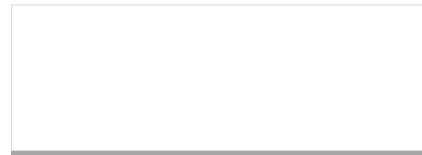


Because there is so much “chatter” on the internet, so many people interacting both online and offline, we must have a unified, consistent image: ***Brand Consistency***

# OC 4-H Brand Assets



Primary, predominate color



Secondary color



Accent colors



[www.OC4-H.org](http://www.OC4-H.org)

Branding Standards and Color Values available at: <http://goo.gl/vjL7r>

National 4-H standards for using the 4-H logo: <http://goo.gl/i0Unp>

# Appropriate Use of OC 4-H Elements

- Correctly incorporate the official logo into any print materials, videos, presentations, websites and social media profiles.
- Use **4-H Green** as the predominate color. Secondary color is White. Accent colors are **UF Orange** and **UF Blue**.
- Website displayed as: [www.OC4-H.org](http://www.OC4-H.org)
- Acceptable uses of the name:
  - Orange County Florida 4-H
  - OC Florida 4-H



Appropriate Use



Inappropriate Use



Appropriate Use



Inappropriate Use

1. Stem should always curve to the right. Do not mirror the logo so the stem curves left.
2. Do not eliminate the Congressional tag. It can be diagonal along the 3<sup>rd</sup> leaf, or in the lower right corner.
3. Do not put images or text over the logo, across the logo, through the logo, or touching the logo.
4. Do not adjust the logo proportions. It can be resized overall, but the height and width should never be adjusted independent of each other.





Dish: Social Media **Recipe** Serves: Success

Define Social Media Plan

Make a Commitment

Keep Content Fresh

Incorporate and Maintain Consistency

Monitor the Buzz

# Best Practices

- Incorporate **visual** content: images and videos.
- Keep Social Media profiles **organized**.
  - Label photo albums
  - Use a defined set of #hashtags in tweets
- **Time** posts and updates for when 4-Hers are most likely to read them: afterschool, early afternoon and evening hours.



Contact us

Donate

Find 4-H

Shop  
4-H Mall

Stay at  
4-H Center

Enter Search Term or Phrase

Search

# JOIN THE REVOLUTION OF RESPONSIBILITY

Turning ideas into action, 4-H youth are becoming everyday heroes who persevere through challenges to leave lasting, positive impacts on their communities. Through the work of caring mentors, 4-H - a positive youth development organization - is cultivating a growing number of America's youth to lead us in a Revolution of Responsibility. Their commitment challenges us all to join the movement toward meaningful change. [More on the Revolution of Responsibility >](#)

HOME

ABOUT 4-H

PROGRAMS

GET INVOLVED

RESOURCE LIBRARY

## What's New



Tools you can use!  
[Visit eXtension](#)



4-H National Mentoring Program funded by OJJDP  
[Learn More](#)



DuPont & 4-H Announce Rural Africa Youth Initiative  
[Learn More](#)

## Help 4-H'ers Become Leaders

Support youth as they step-up to solve local issues across the country.



[Donate Now >](#)

## Find Your Local 4-H

4-H is the youth development program of our nation's [Cooperative Extension System](#).

## Info For...



[Parents & Youth](#)



[Volunteers](#)



[4-H Professionals](#)



[Donors & Sponsors](#)



[Alumni & Friends](#)

*Consistency across all internet efforts. The website looks similar to the Twitter page and the Facebook page.*



# 4-H



## 4H

@4H

A community of more than 6 million youth and adults working together for positive change.

Chevy Chase, MD · <http://www.4-H.org>

Follow

4,819 TWEETS

756 FOLLOWING

5,478 FOLLOWERS

### Tweet to 4H

### Tweets

Following >

Followers >

Favorites >

Lists >

### Recent images











### Similar to 4H

-  Extension News @UWExtensionANRE  
Follow
-  National FFA @nationalffa  
Follow
-  extmastergardener @eXEMG  
Follow

twitter

© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs Advertisers  
Businesses Media Developers

### Tweets

-  4H @4H 6h  
@Illinois4H rookie #4H robotics team looks to build on success at @FIRSTtweets [ow.ly/1JTEJg](http://ow.ly/1JTEJg)
-  4H @4H 9h  
National #4H Council is looking for a new Director of Digital Marketing in Chevy Chase, MD: [#12ntc](http://ow.ly/9LwKz)
-  4H @4H 3 Apr  
Join the @statefarm Youth Advisory Board for a Twitter chat on service-learning. The convo start tonight at 9 PM EST w/the hashtag #YABchat.
-  4H @4H 3 Apr  
Take the @letsmove and @myplate video challenge and share how #4H'ers are helping create healthier communities! [ow.ly/1JNyz](http://ow.ly/1JNyz)
-  4H @4H 3 Apr  
How can used cooking oil turn into an alternative energy #revolutionofresponsibility? These #4H'ers knew the answer! [ow.ly/1JNvr9](http://ow.ly/1JNvr9)
-  4H @4H 2 Apr  
Join the @statefarm Youth Advisory Board for a Twitter chat on service-learning. The convo starts on 4/3 at 9 PM EST w/the hashtag #YABchat.
-  4H @4H 2 Apr  
Kentucky @4H'ers have joined the NO BULL Video Challenge w/ video that changes how we look at bullying. Vote for them: [ow.ly/9N84K](http://ow.ly/9N84K)
-  4H @4H 2 Apr  
Hey #4H'ers, join @RoboticsTrends & @FIRSTtweets for an online education and research #robotics conference on 4/4 [ow.ly/9XCA0](http://ow.ly/9XCA0)

#Hashtags to organize topics. @Mentions to include others and create a virtual conversation.

“A LOT OF GROUPS GO OUT THERE AND TALK ABOUT IT—WE GO OUT THERE AND **ACTUALLY DO IT.**” 

JOIN THE REVOLUTION OF RESPONSIBILITY



4-H

253,808 likes · 2,930 talking about this · 2,204 were here

Like

Message

Non-Profit Organization  
The Official 4-H Page on Facebook Become a Fan of 4-H, show your support and share your 4-H story!

About



Photos



Video Contest



4-H Alumni



Revolution of Re...

5

Highlights

Post Photo

Write something...

4-H  
3 hours ago

So far we've received great Join the Revolution of Responsibility video contest submissions from Missouri 4-H, Georgia 4-H, Illinois 4-H and more. These videos are all in the running for a chance to win \$5K for their County 4-H Program, and you can have a chance to win too! Submit your video by April 30th and make sure to encourage your friends to vote for you.



4-H

4-H is a community of 6 million young people across America learning leadership, citizenship and life skills. 4-H members participate in fun, hands-on learning activities with focuses on science, engineering and technology, healthy living, and citizenship. Under the leadership of 4-H National Headq...  
Page: 253,808 like this

Like · Comment · Share

15

24 people like this.



**Russ Wier** This is a Great organization, I was a 4-H Community Leader in Kansas for 17 years!! :o)  
3 hours ago · Like · 1



**Matt Miranda** Yall are gonna get one from Guadalupe County 4-H in Texas soon!  
2 hours ago · Like

Write a comment...

5 Friends  
Like 4-H



Recent Posts by Others on 4-H

See All



**Mikey Firl**

I was wondering how I could get some replaceme...  
2 · 3 hours ago



**Christina Miller Lamay**

Does anyone have a kidsafe(small) pony for sale i...  
4 hours ago



**Shelli Elton Young**

0 <http://www.yeswecan4h.com/> We have t-shirt...  
1 · 4 hours ago



**Pamela Bucklinger**

0 Want to help conserve our environment? Friend...  
6 hours ago



**Mandy Davis**

0 Hi Guys, I'd like to invite you and your friends t...  
6 hours ago

More Posts

Recommendations

See All

Write a recommendation...



**Becky Stanton Carwile**

Science on the hoof for kids of all ages

Large, interesting timeline photo.  
Incorporation of video and graphics.



# Promoting Your Club

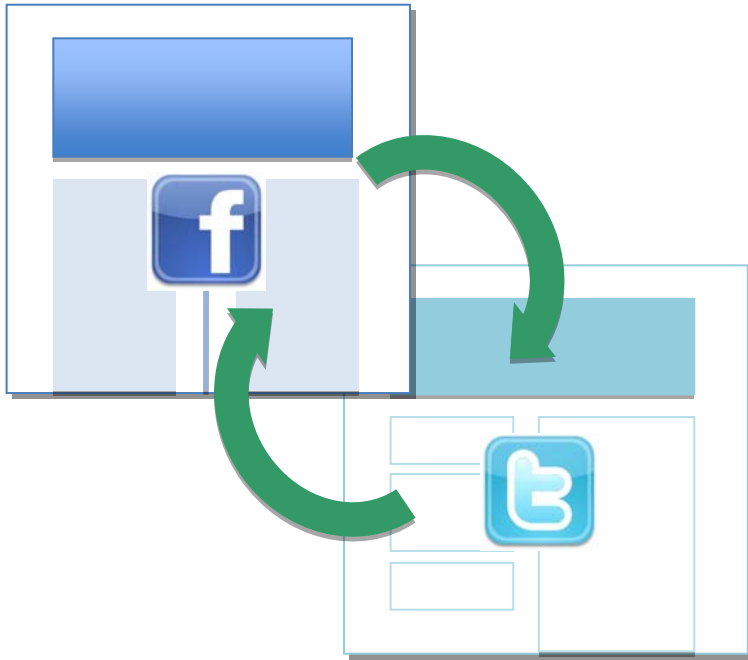
- Be Creative!
- Use Contests
  - Photo contests with uploading and tagging
  - Video contests
  - Online scavenger hunts
  - Progressive challenges
  - Reward ambassadors and recruiters
- Empower 4-Hers
- Follow the Branding Guidelines
- Connect with [OC4-H](#) on Facebook



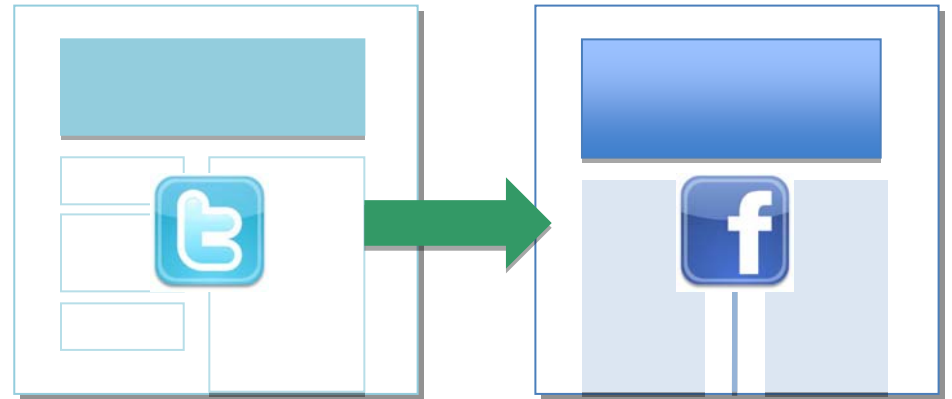
# What Should A Club Talk About?

- Upcoming meetings and events
- Articles and videos of interest
- Information from the 4-H Association, State 4-H and National 4-H
- Pose questions, incorporate surveys
- Offer challenges

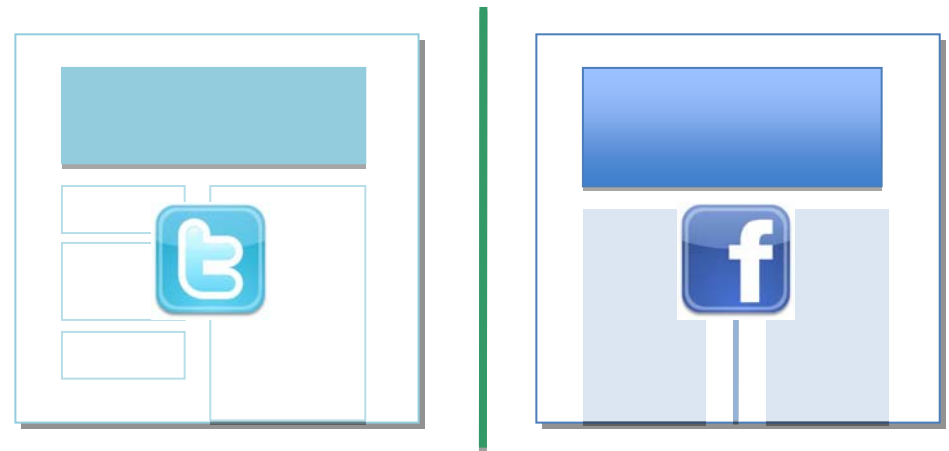
# 3 Social Media Strategies



*Same information shared on both Facebook & Twitter.*



*Announcements posted on Twitter, with links to more information on Facebook.*



*Twitter & Facebook stand independent of each other. Different types of information shared on each.*

# Want help with your Club's Social Media efforts?



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