

Florida 4-H Web Policy

As the University of Florida's 4-H Youth Development Program continues its trek into the internet world, it is important to meet the needs of today's society by helping youth and adults develop computer and informational technology skills. This will help to fulfill the need for increased channels of communication between 4-H members, leaders, staff, and the public. Using the internet enables the 4-H program to meet these needs. The *Florida 4-H Web Policy* provides the guidelines for developing 4-H web sites and for the conduct of 4-H members, adult volunteers, and staff when representing 4-H on the internet.

For those 4-H clubs and county councils wishing to host their 4-H websites on a different server, the guidelines governing 4-H websites must still be followed.

There are several broad-ranging criteria for the operation of 4-H websites

- All websites must adhere to 4-H and University of Florida IFAS Extension guidelines and policies.
- There must be consistency and accuracy of information presented.
- Privacy of members and leaders must be protected.
- Only authorized individuals as stated on the Approval Form for a 4-H Youth Development Website should make changes to 4-H websites.

Process to develop a local 4-H website

- Review the guidelines and fill out the approval form.
- Submit the approval form to the local county 4-H office.
- 4-H members may build the 4-H website with 4-H volunteer leader guidance.

Member and 4-H Volunteer Leader Duties

- Comply with the Florida 4-H Website Guidelines.
- Notify county 4-H staff when major changes are made to the website.
- Notify county 4-H staff if/when password change occurs.
- Back up web site data before making changes to the site or once a month. This way there will be a copy to revert to if a change is made that is not intended.
- Notify county 4-H staff if website will not be maintained or if person maintaining the site changes.

County 4-H Staff Duties

- Approve plan to create a website.
- Send copy of the signed approval form to the state 4-H public relations office.
- Periodically review website.

The individual(s) responsible for the 4-H website have freedom of design as long as they comply with Florida 4-H website guidelines, and local, county, state, or national laws. This includes fair use and copyright laws.

Content

Website content must be directly related to 4-H programs, clubs, projects, and activities. Commercial businesses, products, or resources cannot be promoted nor sold. Website content should represent the 4-H Youth Development Program in a positive way.

4-H Name and Emblem Usage

All 4-H web sites must contain the 4-H Clover Emblem. Using the 4-H Clover emblem on an Internet site must adhere to federal regulations. Basic policies for the 4-H Clover include the following:

- Only use an official 4-H Clover emblem graphic obtained from an authorized 4-H source which includes the language "18 USC 707" to the right of the stem. 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.
- 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 (R=51, G=153, B=102 or C=100%, M=0%, Y=90% B=0%).

Complete information about 4-H Name and Emblem Use and a downloadable emblem are available at:

- <http://florida4h.org/about/4hemblem.shtml>
- http://www.national4-hheadquarters.gov/emblem/4h_name.htm.

Discuss questions with County 4-H Staff.

Updates

Only authorized members, volunteer leaders, and 4-H staff should have access to making changes on the website. The 4-H volunteer leader responsible for the website should develop a website management schedule that will identify all the necessary tasks and who will complete them.

E-mail

The volunteer leader responsible for the website should develop a system to respond to e-mail questions in a timely, accurate, and appropriate manner, keeping in mind that this e-mail represents Florida 4-H. All e-mail links on the site should be directed to the volunteer leader serving as the 4-H Website Administrator. It is recommended that an email address be established for 4-H Club instead of listing a personal email address.

Mandatory Links:

All sites must link to:

- Florida 4-H website - <http://www.florida4h.org>
- University of Florida IFAS site – <http://solutionsforyourlife.org>
- National 4-H Headquarters (USDA) - <http://www.national4-hheadquarters.gov/>
- 4-H USA - <http://www.4husa.org>
- County Cooperative Extension Office web site

Non-discrimination statement

All web sites must include the following Florida County Extension non-discrimination statement in its entirety. “The 4-H Youth Development Program is part of the University of Florida IFAS Extension. All programs are open to all persons regardless of race, color, age, sex, handicap or national origin. For more information on joining a 4-H group in your area, contact your local county extension office or visit the Florida 4-H website at www.florida4h.org.

Recommended

The use of the 4-H Marketing Statement on the website is encouraged. ***“4-H is a community of young people across America learning leadership, citizenship and life skills.”***

Protection

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

- Youth addresses, e-mail addresses, and phone numbers should not be posted.
- Youth in photographs should not be identified. When using photos of youth, leaders/agents must obtain signed Photo Release Form obtained from the 4-H Extension Agent in their county.
- Materials identifying youth should be removed upon request.
- Club information should be general information and not include individual names (including leaders), 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.

Consequences:

Members or volunteer leaders willfully violating any of the guidelines will be reviewed on a case-by-case basis. Consequences of violating the guidelines may include:

- Revocation of authorization to author 4-H websites.
- Removal from the Florida 4-H Youth Development Program.

At no time will members or volunteer leaders, acting on behalf of the 4-H program:

- Transmit, post, link to, or willingly receive correspondence, text, graphics, movies, sounds, or other media which contains: profanity, advocacy of the use or possession of illegal substances or alcoholic beverages, advocacy of the illegal

use or the illegal possession of weapons, or solicitation or the advocacy of sexual misconduct.

- Attempt to gain access to areas, information, servers, domains, or other material to which expressed permission has not been given. Also, at no time will members/volunteer leaders intentionally violate then laws governing copyrighted material.
- Willingly harass others through the use of technology. Harassment by e-mail, chats, or otherwise shall not be tolerated. This includes, but is not limited to, harassment based upon race, color, national origin, religion, sex, physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran.
- Misrepresent or assist someone else in misrepresenting his or her true identity to others through technology. Members/volunteer leaders will not claim to be or represent themselves as someone else. Those who represent the Florida 4-H Youth Development Program through technology do so under their own identity.
- Seek to promote specific religious orientations or political opinions on behalf of the Florida 4-H Youth Development Program or the University of Florida. While members/volunteer leaders retain the right to advocate their own religious beliefs and political opinions acting as individuals, they will not advocate them under the representation of the Florida 4-H Youth Development Program and University of Florida.

Guidelines adapted from the University of California 4-H Youth Development Program web guidelines.

Technical issues (to be expanded with more content)

Organization and Updating

- 4-H Club web sites should be organized in such a way that information about the club can be easily found.
- Youth/volunteers may find that it is helpful to examine the club web site at least once a month to make organizational improvements or update information.
- It is recommended that all links on the site be checked at least six times per year for accuracy.

4-H Club Web site Suggestions...

- Name, story, and history of the club
- List of club leaders (adults may have their first and last name listed, with permission)
- List of club officers (first name only)
- City or town where most live or where meetings are held
- Upcoming events and activities
- Club meeting minutes
- Photos of club activities (as long as youth signed waivers)

Donor and Supporter Recognition

A 4-H club may list donors or supporters on their Web site; however lists should be created in a way that shows no preference towards specific donors and supporters. It's preferable to cite supporters by listing them in alphabetical order. Furthermore, while it is acceptable to thank a donor or supporter, it is neither acceptable nor permissible to advertise a supporter's products or services on a 4-H Web site. Links to commercial products or services may not be provided from a 4-H club Web site. Exceptional donors and supporters may be cited by including the donor/supporter's logo (with explicit written permission from the donor/supporter), but any graphics should not overwhelm the 4-H nature of the site nor should they contain a link to a for-profit or corporate Web site. When citing donors/supporters, the statement "No endorsement of products or services is implied or intended." must be placed on the site.

Language, Grammar, and Spelling

The language used on the 4-H club Web site should be consistent with upholding the dignity and character of the 4-H program. Grammar and spelling throughout your 4-H Club Web site should also be correct.

When authoring 4-H Club site pages, please take into account the global nature of the Internet and understand that multiple audiences may view your site. Writing styles and terminologies used should be indicative of the primary audience which you seek to reach. It can be helpful to have a friend or adult who does not understand your topic review the Web site while it's being developed. Language used on 4-H Club sites should be respectful of all people, but young people in particular. For example, youth over the age of 10 do not like to be referred to as "kids." Other terms can be substituted for "kids" such as "4-H members," "4-H club members," "youth," "teens," "young people," etc.

News Articles

4-H clubs often send articles of interest to local newspapers. Your club Web site address should be shared and referenced in these articles as an avenue for others to learn more information about the club and 4-H.

Photos and Scrapbooks

In the past, 4-H clubs have created scrapbooks highlighting their club's accomplishments over the course of a year. With technology changing, many clubs are now considering moving these scrapbooks on-line, which enables them to assemble collections of photographs throughout the year. To provide for a safe on-line environment, it's critical to remember that youths depicted in on-line scrapbooks should not be identified beyond a first name and that all youth included in pictures, on-line and off-line, must have a signed parental permission slip on file with the county Extension Office.

Approval of 4-H Agent

USDA emblem standards are clear in stating that the county 4-H agent is the authorizing authority for use of the 4-H name and emblem within a county. After the club Web site is completed, please have the county 4-H agent review the Web site with you. This keeps

the 4-H agent in the loop of what's going on across the county, and enables you to receive constructive feedback on your work; who knows, the agent may even use your site as an example for other 4-H clubs in the county to encourage them to build a Web site!

Volunteer Information and Identification

Adults listed on a 4-H club Web site should only be identified as "4-H club volunteers", provided they are officially screened and registered 4-H club volunteers. All 4-H volunteers working with youths in Florida must complete the Volunteer Application available through your Extension Office. Parents who are not officially screened and registered 4-H club volunteers may be mentioned on the club Web site and identified as "parents" or "4-H club supporters."

Online Safety

4-H members in your club should know basic rules for Internet and e-mail safety. Before your club Web site is posted, it's advised that the 4-H club leader host a class about on-line safety with the club membership. Resources are available through www.4-h.org and other Web sites.

Personal Information about Minors on the Web site

4-H club members under the age of 19 must not have their last names, home addresses, home phone numbers, cell phone numbers, or e-mail addresses listed on a 4-H club Web site. Even with the permission of an adult, this guideline should be adhered to. 4-H club members can be identified on a 4-H club Web site by first name, such as, "Maria" or first name and an initial, "Maria S."

Telephone Numbers

It is acceptable to list telephone numbers on a club Web site so that interested individuals can call for information about the 4-H club or program in general. The primary phone number listed should be the phone number for the county Extension office. If given permission, the club leaders may have their numbers listed so that club members can contact the leader. A 4-H club phone list however, showing the names of club members and their home phone numbers, should not be placed on the 4-H club Web site.

Photos and Scrapbooks

Youth in pictures should not be identified beyond a first name in on-line scrapbooks. All youth being photographed must have a signed parental permission slip on file in the county Extension Office. If a 4-H club member does not have the required permission notice on file, none of the photographs of that youth can be used.

4-H Club Web Site Checklist

- Notify the County Cooperative Extension 4-H staff prior to posting your club site on the web. County 4-H staff will authorize you to use the 4-H name and emblem on your web site and recognize your web site as an official 4-H web site.
- Design your web site. Include the following information in the web site:
 - Proper 4-H name and clover emblem use.
 - Links to the:
 - Florida 4-H website: www.florida4h.org
 - University of Florida IFAS web site: www.solutionsforyourlife.org
 - Florida Cooperative Extension state web site: <http://extension.ifas.ufl.edu/>
 - Florida Cooperative Extension county office web site (If applicable)
 - Mission Statement (recommended)
 - Non-discrimination statement
 - Do not include personal information regarding 4-H members and leaders.
- Create method for people to request information such as a club email address.

Internet Safety Resources

- Netsafe for Kids (<http://www.nap.edu/netsafekids/>)
- Safekids.com (<http://www.safekids.com>)

Netiquette Resources

- Netiquette Home Page (<http://www.albion.com/netiquette/index.html>)
- Netiquette for Kids (<http://www.bpl.org/kids/Netiquette.htm>)
- THE TEN COMMANDMENTS FOR COMPUTER ETHICS (<http://www.tekmom.com/tencommand/index.html>)

Sources:

- <http://www.nj4h.rutgers.edu/policies/web-policy.pdf>
- <http://www.ca4h.org/comp corps/policies/4-HYDPWebsiteProcess-Guidelines.doc>
- http://www.colorado4h.org/policy/guidelines/website_guide.pdf
- http://www.ext.wvu.edu/4-h_template_example/draft_4-H_website_guidelines.doc

Approval Form for a 4-H Youth Development Website



Date: _____ County _____

4-H Website Administrator (*responsible for the website*)

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Other Phone _____

E-mail _____

4-H Club _____

Other Members and Leaders that will help with webpage development:

URL of the Site _____

Required Signatures:

I have read and understand the "Webpage Design Guidelines" and the "Guidelines for Member and Volunteer Leader Website Activities." I will follow these guidelines and ensure that the 4-H members and other volunteer leaders will follow them as well.

Volunteer Leader _____ Date _____

I approve the request for a 4-H website as described above. I confirm that this leader is enrolled in the 4-H Youth Development Program.

County 4-H Staff (Print Name) _____

Signature _____ Date _____

Send completed form to: County Extension Office

