

OHIO STATE UNIVERSITY EXTENSION

Using Social Media Effectively in 4-H Clubs



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Van Wert & Allen County 4-H

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Objectives

- Define what social media is & why you should use it.
- Give instructions for making a group on Facebook.
- Give instructions for how to use Pinterest.
- Explore top ten tips for using social media with your club members.
- Determine your clubs needs for communication.
- Be able to prepare for the risks of social media.
- Be introduced to other social media that you may not know about.

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What is Social Media?



interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks



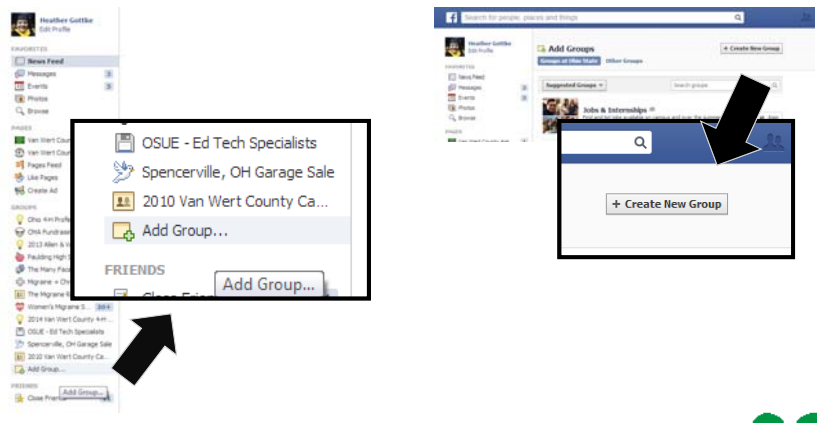
Why Use Social Media?


- 66% of American adults use social media such as Facebook, Twitter, or LinkedIn.
- 66% of users say that they use social media for connections with family members & friends.
- 50% of users say it helps them to reconnect with old friends they have lost touch with.
- 14% connect with others that share a hobby or area of interest.
- 9% want to make new friends.
- 5% want to read comments by public figures.




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Facebook Groups – How do I?



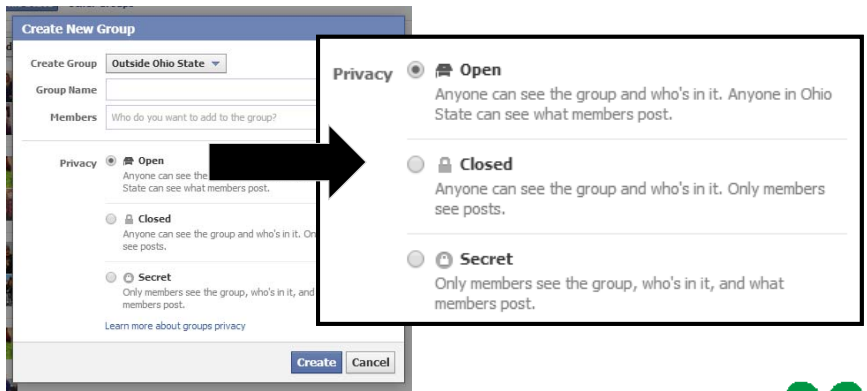
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Facebook Groups – Privacy

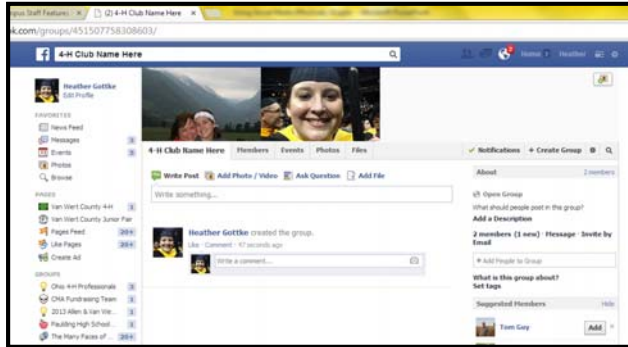


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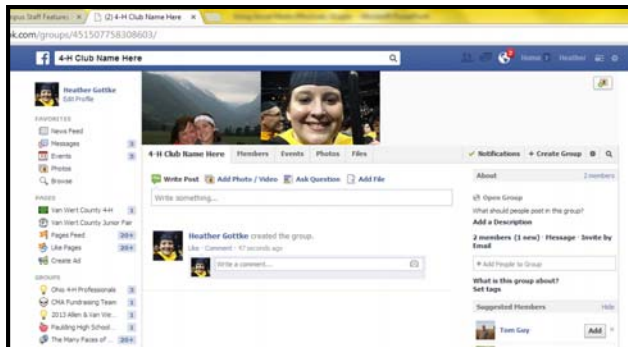


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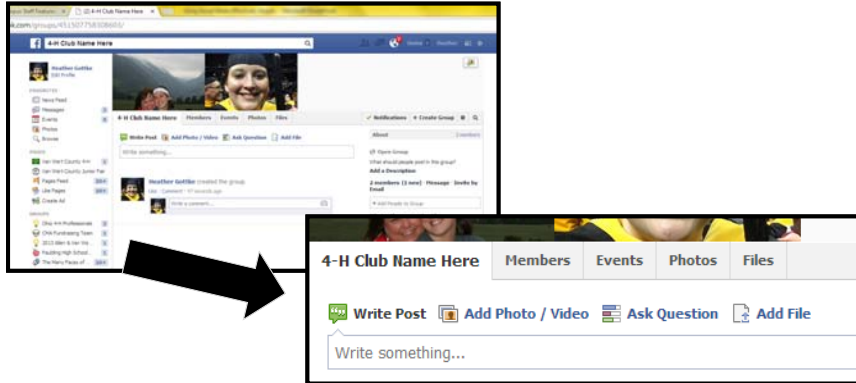
Facebook Groups – Privacy



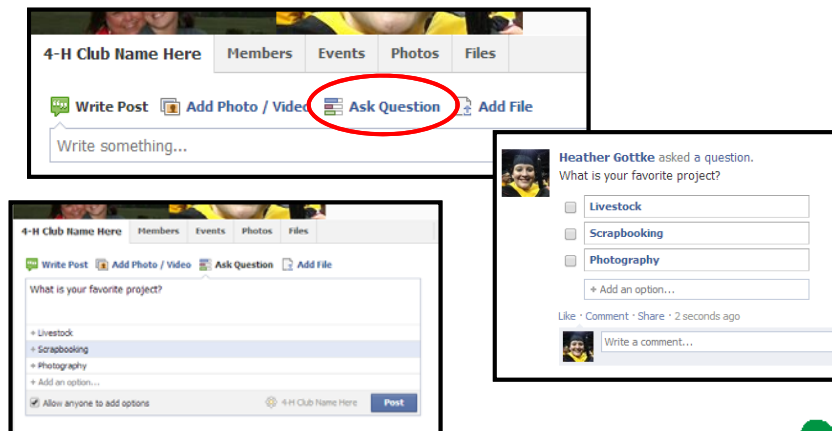
Facebook Groups – Privacy



Facebook Groups – Group Options



Facebook Groups – Ask a Question



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Facebook Groups – Add File

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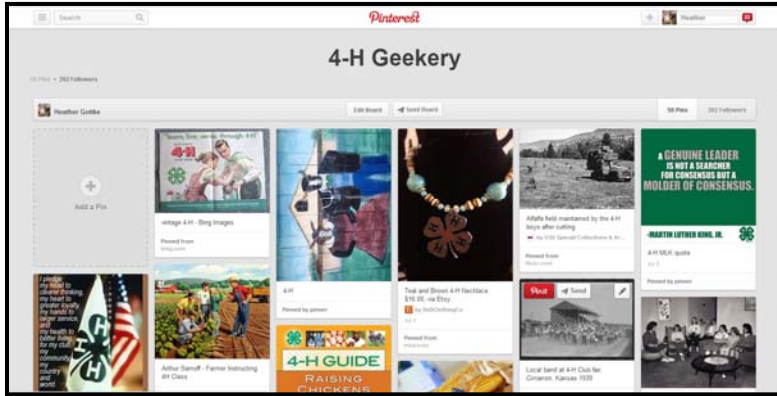
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Pinterest - How do I?

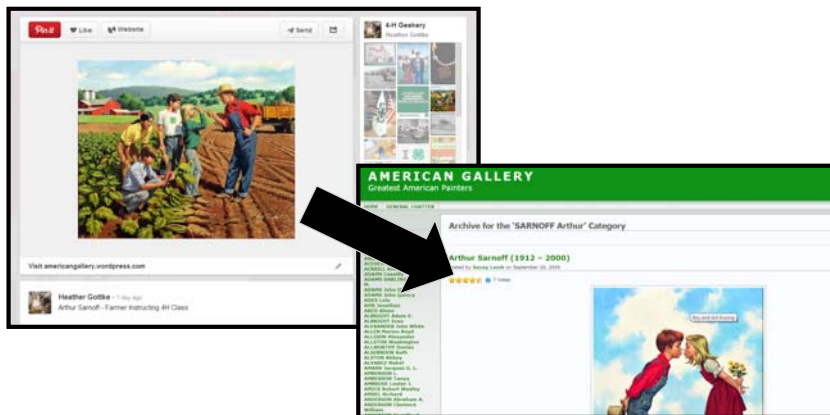
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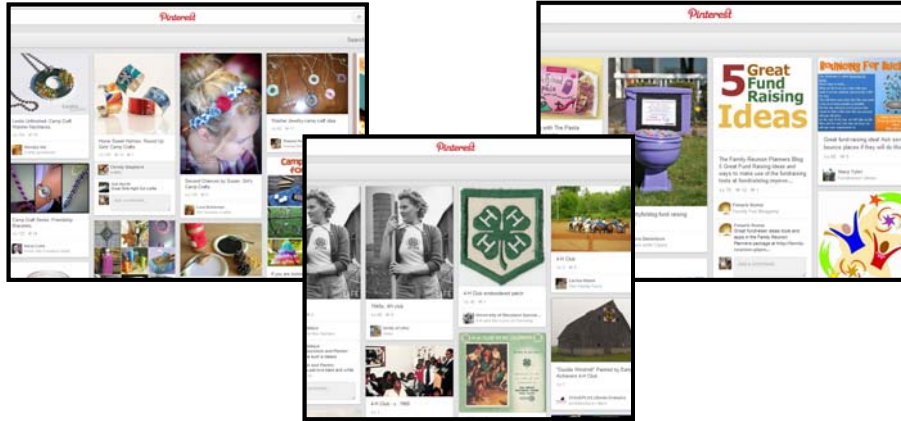
Pinterest - Boards



Pinterest - Pins

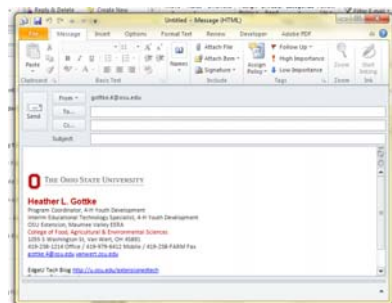


Pinterest – Crafts, Fund Raising, & More!



Email Communications - How do I?

- Blind Copy Email Addresses for Security (BCC)
- Forward emails from your county office!
- Keep a document of emails so you can copy and paste.
- Avoid sending too many emails.



Top Ten Tips for Using Social Media

1. Explore other counties, states, or groups ideas for community service, fund raising, projects, or craft ideas.
2. Promote & show off your club to the community & public relations
3. Reminders about county or club deadlines.
4. Resources for projects
5. Parent communications
6. Information is accessible 24/7
7. Announcement changes about venue, time, or weather related.
8. Share pictures, or new releases – using photo albums and notes on Facebook.
9. Group project help or steps to take before the next meeting.
10. Share County posts and updates so members see them again!



Determine your Clubs Needs for Communication


- Not all club members and their families wish to communicate in the same way.
- Ask them to write their name down, or fill out a sheet to help you understand how to communicate with them.
- Some people will not use social media, but will willingly use email.
- Know your club!




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Risks & Management of Social Media

Risk	Management
Families and members may not be okay with their pictures being posted to the internet.	Photo permission should be received before posting pictures of youth in your club. 4-H enrollment forms have that information and your Extension office can share it with you.
Uninvited users may be able to access your club information.	Ensure that your club's information is secure with security settings.
Members can post information that may be inappropriate for the club.	Advisors should monitor the site with notifications and/or the help of other members and adults.



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Other Social Media to Explore


- Snap Chat
- Instagram
- QR Codes
- LinkedIn
- Twitter
- Google+
- Vine
- Tumblr
- Flickr

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Can You Guess?



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Social media is not about the exploitation of technology but service to community.

Simon Mainwaring



Questions?

References Used

- Smith, Aaron, Why Americans use social media, Pew Internet & American Life Project, 11/14/2011, <http://pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media.aspx>, Pg. 2.



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