



4-H Youth Development Program Website Guidelines



As the 4-H Youth Development Program (YDP) trains the next generation of youth, it is meeting the needs of today's society by helping members develop computer and informational technology skills while fulfilling the need for increased channels of communication between 4-H members, leaders, staff, and the public. These two needs go hand-in-hand with the World Wide Web through the creation of 4-H YDP websites. Youth, led by an experienced adult, can create a 4-H club website to increase communication within their club while learning invaluable technology and life skills.

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

1. All websites must adhere to 4-H Youth Development and UC ANR guidelines and policies
2. There must be consistency and accuracy of information presented
3. Privacy of members and leaders must be protected
4. Only authorized individuals should make changes to 4-H YDP websites

Member and 4-H Volunteer Leader Duties

- Comply with the California 4-H YDP Website guidelines
- Notify county 4-H YDP staff when major changes are made to the website
- Periodically backup website data
- Notify county 4-H YDP staff if website will not be maintained

County 4-H YDP Staff Duties

- Periodically review websites

Official UCCE County 4-H YDP Websites at <http://ucanr.org/ce.cfm>

Note: As of April 15, 2009, the California State 4-H Office and the 4-H Computer Corps are no longer accepting new requests to host 4-H websites on the 4-H Club Server (<http://clubs.ca4h.org>). However, many other free website hosting options exist!

If you have questions, please contact:

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UC Davis
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CA 4-H Youth Development: Webpage Content Guidelines



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

- **Content:** Website content must be directly related to 4-H Youth Development 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. (Please see “Guidelines for Member and Volunteer Leader Website Activities”)
- **ANR/4-H Logo Usage:** All 4-H YDP Websites must contain the ANR Logo and the 4-H Clover. Using the ANR Logo and 4-H clover on an Internet site must adhere to logo usage policies. Policies and copies of logos are available at <http://groups.ucanr.org/ANRlogo/> and <http://ca4h.org/4hresource/clover/>. Discuss questions with County 4-H YDP Staff.
- **Updates:** Only authorized members, volunteer leaders, and 4-H YDP 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.
- **Email:** The volunteer leader responsible for the website should, in coordination with 4-H YDP staff, develop a system to respond to e-mail questions in a timely, accurate, and appropriate manner, keeping in mind that this e-mail represents the 4-H Youth Development Program.
- **Disclaimer:** All websites should include the UC ANR disclaimer or a link to the UC ANR disclaimer at <http://ca4h.org/disclaimer/>
- **Mandatory Links:** All sites must link to:
 - California State 4-H YDP Website - <http://ca4h.org>
 - UC ANR - <http://ucanr.org>
 - National 4-H Headquarters (USDA) - <http://www.national4-hheadquarters.gov/>
 - County Cooperative Extension Office web site
- **Recommended:** The use of the 4-H YDP Logo and the 4-H YDP Mission Statement on the website is encouraged. *“The University of California 4-H Youth Development Program engages youth in reaching their fullest potential while advancing the field of youth development.”*
- **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 and phone numbers should not be posted (email address can be used in limited circumstances)
 - Youth in photographs should not be identified
 - Materials identifying youth should be removed upon request.

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:

- Removal or change of material and/or pages on the 4-H YDP website
- Revocation of authorization to author 4-H YDP websites



CA 4-H Youth Development: Guidelines for Member and Volunteer Leaders Information Technology

As representatives of California 4-H Youth Development Program and the University of California, 4-H members and volunteer leaders shall conduct themselves in a professional and mature manner befitting the responsibilities of a World Wide Web author.

Each 4-H member and volunteer leader shall subscribe to the following guidelines concerning the websites, chat, e-mail, and other technological communications that are transmitted, posted, or willingly received while acting in a 4-H Youth Development capacity.

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

- transmit, post, 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 the 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 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 4-H Youth Development Program or the University of California. 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 4-H Youth Development Program and the University of California.

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 YDP websites
- Assessing the member or leader the cost of damages and repairs
- Removal from the 4-H Youth Development Program

California 4-H Youth Development Program Email List Guidelines

4-H email lists help facilitate 4-H Youth Development Program discussion and dissemination of information. Participants in a 4-H email list should help maintain an open, positive and respectful atmosphere. E-mail messages to a 4-H email list should be 4-H focused and adhere to the policies of the University of California and the 4-H Youth Development Program.

The following guidelines apply while participating in a 4-H email list:

- Maintain respect for individuals and their ideas (even if you do not agree with those ideas)
- If you have a personal comment for someone, email them privately, instead of the entire list
- Write about the issue at hand, not about any of the people involved.
- Never use full names and/or locations of youth in a public email.

Messages should not contain the following:

- Harassment or disrespect to an individual or group.
- False and/or deliberately inaccurate information
- Specific religious orientations or political opinions
- Profanity
- Advocacy of the use or possession of illegal substances or alcoholic beverages
- Advocacy of the illegal use or the illegal possession of weapons
- Solicitation or the advocacy of sexual misconduct.

The following consequences may be used by list owners and/or moderators on a 4-H email list:

- Moderate (monitor) the sender's email to the list
- Not allow postings from the sender to the list
- Ban the sender from the list

Please be aware that the forwarding of inappropriate emails is considered the same as authoring them.

Footer to each email: "The views expressed in this message are those of the email author and do not represent the California 4-H Youth Development Program."