# Table of Contents

Social Media Best Practices 3
Facebook Overview 4
Twitter Overview 5
4-H Social Media
   Strategy 6
   Content Standards 8
Community Guidelines 10
Social Media Best Practices

Connect programs to business goals. Be very clear about the purpose of each user generated content (UGC) program and what success looks like.

Define clear measures for success and track them. Set goals. What do you want from this effort? Number of visitors? Comments? Brand awareness? And what will you get from tracking them? What are your next steps for success and which social medias are for you? Don’t be quick to jump on every new medium—set attainable goals using specific platforms.

Understand user wants and needs. Before engaging in the social space, do some research around what your audience likes, what they want to know more about, what they will react to. Be prepared to have conversations with them and answer their questions. Understand that some of your role will be as a customer service representative for your organization.

Plan a publication schedule. Determine how often content will be refreshed, new posts will be posted or comments will be made. Set up an editorial calendar for postings and plan ahead around holidays, special events, etc. Work to formulate who internally is responsible for updating and maintaining content.

Be Transparent. Users in the social space know when an organization is being unauthentic. Post your guidelines publicly. Be open and honest in all communication. (see 4-H Facebook page guideline policy attached)

Get permission. If you plan on using any content from other sources; site them, link to the article or reference the contact. You are not only protecting yourself from plagiarism and other legal charges, you are encouraging users to click back and forth from various websites at their leisure – the true essence of social media.

Accept, and prepare for, negativity. There is a fine line in social media regarding negativity. Some organizations are stricter than others when it comes to allowing negative dialogue to occur in their space. Always try to engage the conversation publicly – be responsive, offer help to ease the situation. Trying to control the dialogue through aggressive screening and selective posts is generally not effective or recommended.

Protect your privacy and organization. Make sure that any employee blogging or posting comments online is aware that disclosing financial, operational, legal or personal information is prohibited. Publically articulate that comments posted in your space are not necessarily the opinion of the organization.

Prepare, prepare, prepare. Ensure that you also have an escalation plan in place should information or conversation on your page illicit an unexpected response. Determine who will have the final say in responding to a crisis on your page.
Facebook Overview

General Landscape
- Facebook is a social utility that connects people in various network and geographic groups.
- Currently 79% of Facebook’s audience is comprised of users 18-54 years of age.

4-H Opportunity
- 4-H can continue to grow the community and build engagement by:
  - Starting the conversation or joining it – but not trying to control it (unless it does not meet the Community Guidelines)
  - Listening to what the community members are saying and respond to them as an organization
  - Setting the tone of the community
  - Connecting users with information, people or the community
- Communicate News & Content – add tabs to provide in-depth information, more detailed information on specific topics:
  - Online Giving & Mobile Giving
  - Brand
  - Events like National Youth Science Day or 4-H Week
  - New Curriculum
- Revenue Generation:
  - Supply/E-commerce
  - Online Giving
Twitter Overview

General Landscape

- Currently 69% of Twitter’s audience is ages 18-44.
- While Twitter is a social network like Facebook, it is designed to be a micro-blog, or a short, impactful burst of information.
- Due to the 140 character limit per post (Tweets), special emphasis needs to be placed on writing Tweets that are:
  - Short
  - Clear
  - Real-Time
  - Re-Tweetable by other users
- It is necessary to Tweet multiple times daily; however, there is disagreement among social media experts about the appropriate number – from 5 to 22 tweets per day.
- Content needs to be relevant to the organization’s mission and strategic goals.
- Twitter is best used for ongoing dialogue, not for one-off promotional or campaign opportunities. The focus is not on “broadcasting” but on “conversing.”
- Ongoing Twitter monitoring is necessary because of the real-time nature of the platform.

4-H Opportunity

- Adequate staffing and a constant stream of content is absolutely necessary to launch and maintain a Twitter presence.
- The organization needs to have the ability to proactively and immediately respond to followers.
- It is important to follow some of your followers and other important users/influencers, such as, corporate funders, partners, state and county profiles, as well as other non-profits and news outlets or journalists.
- Facebook and Twitter are connected:
4-H Social Media Strategy

Objectives
- Build a strong, interactive community of 4-H’ers, including:
  - Alumni to reconnect
  - Volunteers to share
  - Parents to feel connected and learn about the community
  - 4-H Staff to engage with field
  - Influencers and Corporate Partners with an interest in 4-H
  - Youth to share experiences and current activities
  - Engage continued and potential donors at 4-H.org

Goals
- Expand the 4-H brand through a viral communication channel
- Drive traffic to 4-H family of sites (4-H.org, 4-H Mall, National Youth Conference Center)
- Become an aggregator and repository of information for 4-H system
- Develop ROI – Return On Investment

Target Audience
- The primary audiences for the Council’s efforts on Social Media are:
  - Alumni
  - Volunteers
  - Parents
  - 4-H Professionals
- The secondary audience are:
  - Influencers
  - Corporate Partners
  - Youth
  - Potential new volunteers and members

Reporting on Stats and Demographics
- Maintain daily stats on: (reported weekly)
  - Total # of fans
  - Average # of interactions with posts
  - Average # of new fans
  - Average # of removed fans
  - Average # of unsubscribed fans
  - # of positive and negative responses
  - 4-H Facebook page ranks #191 out of 17,000 recognized nonprofit pages (based on fan base size)
- Maintain page demographics:
Gender %
Age %
Geographic’s
  - Top 5 Countries
  - Top 5 Cities

Fan Engagement
- Responses to fan comments daily
- 4-H guidelines enforced daily (see guidelines below)
- Directing fans to Frequently Asked Questions

Facebook
- Postings 5-6 times per week
  - National and local news, activities
  - Partnership Opportunities
  - Most Active Posting Times:
    - 5:00 – 9:00PM is optimal
    - Most traffic on Wednesday and Friday
      - This may change based on statistical data

Twitter
- 4-H posts between 5-10 original posts a day and retweets as appropriate.
- Thursday and Friday have highest impact/ 10-11 PM have highest viewership

Evaluation of posts
- Request for Information – directed appropriately
- Inappropriate posts – escalation plan established

General Management
- Community Guidelines adherence
- Ongoing moderation
- Conversation tracking and measurement
- Editorial calendar management and alignment with overall, public site, and PR calendars
- Content Research
4-H Social Media Content Standards

Content Standards
All content must be appropriate for our fans. Because the majority of our fans are alumni and between the ages of 18 - 44, some content may not be appropriate. Poorly selected content can result in fans removing themselves or unsubscribing from the page (meaning removing 4-H from their newsfeed and preventing us from interacting with them in the future). Therefore, we carefully choose and re-write our content for 4-H social communities based on these criteria:

- **Appropriate:**
  - Appeals to a majority of our fans/followers
  - Call to Action
  - Community Service based
  - Success stories of relatable 4-H programs
  - National program updates

- **Not Appropriate:**
  - Spam
  - Content relevant to only a few
  - Content not relevant to 4-H’ers

Facebook Fan Page

Content that does not meet the above standards may be posted by an individual on the Facebook page's wall, instead of being posted by the Facebook Administrators. Example: Susie Associate wants to promote something on Facebook, but it does not meet these standards. Susie uses her own Facebook account to post the content to the Facebook Page's wall. This will also enable fans to contact Susie directly through Facebook with comments and questions regarding her content.

Available Facebook Real Estate:
- **Status/Wall**
  - Used to update, ask questions and to elicit immediate response
  - Content should be "like-able"

- **Notes**
  - When we have more content that cannot fit in status and needs a title
  - Content should be "like-able"
  - First two sentences need to be conversational because they will be present on fans' newsfeed

Discussion Board
- A centralized location for discussion
- To offer continuing discussion focused on specific topic

Photo Album/Video
- Sharing a series of photos/videos with a common theme/purpose/event

Favorite Pages
- Can only have 6 pages displayed at a time
• It serves as our navigation to other 4-H pages

**Tabs**

• Facebook Statistics for our page and site-wide demonstrate that users do not frequent tabs on Facebook pages. Thus we recommend this is not worth the resources required to put into it.

**Maintenance:**

• Monitor site for questionable material
• Gather and follow up on any useful content posted
• Will allow fans to respond and defend negative feedback and only remove if highly offensive and or includes profanity.

---

**Twitter Feed**

The 4-H Twitter feed is linked to the Facebook fan page, which means that every Facebook wall or status post is automatically tweeted. Because Twitter allows instantaneous communication and moves much faster than Facebook, the communication style is a bit different.

**Twitter Communication methods:**

**Original tweet**

• This is a post by a 4-H Twitter administrator. It is limited to 140 characters. When including a link, use [bit.ly](https://bit.ly) or another URL shortening tool.
• Hashtag (#)
• Mention (@)
• Retweet (RT)
• Direct Message (DM)

**Retweet**

• 4-H Twitter administrators can retweet, or re-post another user’s tweet. This is a great way to engage the Twitter community, our followers, and other 4-H influencers who use Twitter. It also is an easy way to share additional information.

**Facebook linked tweet**

• These are the tweets that come directly from Facebook wall or status posts.
THE 4-H FAN PAGE ON FACEBOOK COMMUNITY GUIDELINES:

The 4-H Facebook page is managed and monitored by National 4-H Council. The purpose of the 4-H page is to build a community of 4-H fans to engage in positive and productive conversation. A team at Council monitors the page daily to make sure postings and discussions are appropriate in nature. Council will respond from time to time, as necessary, or will direct a participant’s questions or concerns to the appropriate party. For example, if a member of the page posts something that should be dealt with by the National Institute of Food and Agriculture at USDA, or at the State or County level, Council will notify the member and provide the contact information as well as communicating with NIFA or the State or County leader that they may be contacted regarding the posting. Posts or discussions by community members in no way reflect the views of National 4-H Council.

We reserve the right to remove content if deemed inappropriate because it includes any of the following:

1. Language, images or video that is determined to be profane, obscene, vulgar or lewd
2. Derogatory or discriminatory language (including comments about sex, age, race, sexual orientation or religious affiliation)
3. Spam posted regarding the same content matter, links, video, or any other media
4. Use of specific names of individuals, clubs or identifiable names with language that defames, abuses, or threatens
5. Any advertisement for products or services or solicitation of funds exceeding more than one post per week