



Making the Best 4-H Clubs Better –Version 2.0

Using Social Media in Your Club

Intended Audience:

- 4-H club members (can be used with all or only with those 13 and older.)

Lesson Objectives:

Club members and parents will:

- Learn how to set up a club group in Facebook.
- Learn how to utilize that group to promote club and county activities.
- Learn what is appropriate to post on a club group.

Time: 20 minutes

Equipment and supplies:

- Resources:
 - T and F signs
 - Social Media Application
- Handout:
 - “Guidelines for Social Networking and Web Sites”
- Tape
- Computer with Internet access (to create your group)

Do Ahead:

- Review lesson.
- Gather equipment and supplies.
- Copy handout, one per member.
- Set up computer/check Internet access.
- Hang the T and F signs on opposite sides of the room.

BACKGROUND

Youth (and adults) spend a significant amount of time communicating on social media websites. Social media is defined in the Merriam-Webster dictionary as “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (as videos)” and photos.

With the increased usage of sites such as Facebook, Twitter, Instagram, etc., 4-H clubs, groups and volunteers have a unique opportunity to share information with their members and families. If clubs choose to utilize social media, they need to keep in mind that they are designed for those 13 and older.

Statistics show that Facebook users 13–17 years old have eight new friend requests a month and spend more than 15 hours per month on the site. (The number of hours doubles if the user has a mobile device, like a smartphone or iPad.)

WHAT TO DO

Activity:

Ask participants to stand up. Explain that you are going to read some statements regarding social networking. The T taped to one wall stands for True and the F on the opposite wall for False. Ask the participants to move to whichever side of the room reflects their opinion of whether the statements are True or False.

- I currently use a social networking site such as Facebook, Twitter, Instagram, etc. (True or False)
- I spend at least one hour every day on a social network site. (True or False)
- I think it easier to receive messages on a social network than by e-mail. (True or False)
- A social networking site is a good way to share club news and information. (True)
- It is OK for younger members (under 13) to be a part of a club Facebook group. (False)



Sources:

- “Guidelines for Social Networking and Web Sites,” Travis West, Extension Educator, Ohio State University Extension, Vinton County.
- “4-H Guidelines for Social Media,” 12/2011, University of California, www.ca4h.org/files/77710.pdf
- “Technology and Social Networking Lesson Plan,” 4-H-1001 Vol. 3, 01/2009, Purdue University Extension.
- “What is Your Social Network IQ?” Nadine Fogt, Extension Educator, Ohio State University, Fayette County.

Additional lessons in this series can be found online at:
go.osu.edu/bestbetter14.



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EERA 4-H Youth
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- Only adults should be Administrators for a 4-H Club group. (False – but at least one administrator should be.)
- Negative comments and inappropriate material are OK on our club group since it is closed and no one else can see it. (False)
- A club group can share links with the county site or other related groups. (True)
- A signed photo release form is required for any member whose picture is posted on the site. (True)

Ask participants to come back together and sit down. Hand out copies of “Guidelines for Social Networking and Web Sites,” and review with participants.

TALK IT OVER

Reflect:

After each question, talk about the responses before moving on to the next question. The first few questions are to give an idea of how the participants use social networks and do not have a correct answer. Questions 4 through 9 have the correct answer listed. Discuss what the group hopes to accomplish through social media – communication, promotion, both.

Apply:

Apply what you have learned by creating a club Facebook group for club families. This can be done by clicking on the Create a Group icon on the left column of your Facebook Homepage and following the instructions. You may choose to have an open group where all can view what your club is doing or a closed group that is only visible to its invited members.

Once you have created your group, be sure to follow the guidelines and complete a 4-H Social Media Application and return it to your county OSU Extension Office for approval.

ADDITIONAL LINKS

- www.ca4h.org/files/77710.pdf
- <http://www.four-h.purdue.edu/downloads/volunteer/Tech%20and%20Social%20Network%20Lesson%20Plan.pdf> .

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