



Colorado 4-H Website Guidelines

As the Colorado 4-H Youth Development Program trains the next generation of youth, it is meeting the needs of today's society by helping members develop computer and information 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 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.

For those 4-H clubs and county councils wishing to host a 4-H website please note the following guidelines governing 4-H websites.

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

1. All websites must adhere to 4-H and Colorado State University Extension guidelines and policies posted at: <http://www.ext.colostate.edu/training/website.html>.
2. There must be consistency and accuracy of information presented.
3. Privacy of members and leaders must be protected.
4. 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:

1. Review the guidelines and fill out the approval form.
2. Submit the approval form to the local county 4-H office.
3. 4-H members build the 4-H website with 4-H volunteer leader guidance.

Member and 4-H Volunteer Leader Duties:

- Comply with the Colorado 4-H Website Guidelines and CSU Extension Web Page Standards posted at <http://www.ext.colostate.edu/training/website.html>.
- Notify county 4-H staff when major changes are made to the website.
- Notify county 4-H staff if/when password change occurs.
- Periodically backup website data.
- Notify county 4-H staff if website will not be maintained.

County 4-H Staff Duties

- Approve plan to create a website.
- Send copy of the signed approval form to the state 4-H office and the Information Technology Unit.
- Periodically review website.

Colorado 4-H Webpage Content Guidelines

The individual(s) responsible for the 4-H website have freedom of design as long as they comply with State 4-H Website Guidelines, CSU Extension Web Page Standards, 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. For acknowledgement of sponsorship of websites, see http://www.ext.colostate.edu/staffres/news_web_guide.pdf. Website content should represent the 4-H program in a positive way. (Please see “Guidelines for Member and Volunteer Leader Website Activities” on page 3.)
- ❑ **Colorado 4-H Logo Usage:** All 4-H websites must contain the CSU Extension 4-H logo. Using the CSU Extension 4-H logo on an Internet site must adhere to logo usage policies. Policies and copies of logos are available at <http://www.ext.colostate.edu/staffres/bulletin/logos.html> and http://www.national4-hheadquarters.gov/emblem/4h_name.htm. Discuss any 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 Colorado 4-H. All e-mail links on the site should be directed to the volunteer leader serving as the 4-H Website Administrator.
- ❑ **Mandatory Links:** All sites must link to:
 - Colorado State 4-H website - <http://www.colorado4h.org>
 - CSU Extension - <http://www.ext.colostate.edu/>
 - National 4-H Headquarters (USDA) - <http://www.national4-hheadquarters.gov/>
 - County Extension office website
 - 4-H USA - <http://4-h.org>
 - CSU disclaimer - <http://welcome.colostate.edu/info-disclaimer.aspx>
 - CSU Equal Opportunity Statement - <http://welcome.colostate.edu/info-equalop.aspx>
- ❑ **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 located at: <http://www.ext.colostate.edu/staffres/photorel.pdf>.
 - 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:

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

Colorado 4-H

Guidelines for Member and Volunteer Leaders

Website Activities

As representatives of the Colorado 4-H Youth Development Program and CSU Extension, 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 capacity.

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 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 Colorado 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 Colorado 4-H Youth Development Program or CSU Extension. 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 Colorado 4-H Youth Development Program and CSU Extension.

Consequences:

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Consequences of violating the guidelines may include:

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