



Program Visibility

4-H Council Handbook Tip Sheet

The 4-H Youth Development Council promotes many different 4-H opportunities to:

- (1) enable potential participants to know about the programs; and
- (2) alert potential private and public funders and decision makers to know how they can participate in the programs' success.

The 4-H Youth Development Council must promote the program to make sure that the program will remain successful. The use of the 4-H Name & Emblem must be conducted in compliance with federal USDA guidelines. [Purdue Extension guidelines for branding and marketing](#) should also be incorporated.

Program visibility can be achieved in many ways, including those listed below:

1. Assure that all forms of media have timely and accurate information.
2. Recognize participants in all programs.
3. Publish information about volunteers' contributions.
4. Publish complete program information in county 4-H Youth Development materials.
5. Talk to many people and community groups about 4-H opportunities and accomplishments.
6. Describe the total 4-H Youth Development Program, program direction, impact, and vision.
7. Update 4-H social media accounts regularly with timely information.
8. Publish special flyers explaining new program opportunities.
9. Ask to explain program opportunities and successes to decision makers.
10. Become a speaker and an advocate for 4-H Youth Development expansion.
11. Help conduct a needs assessment and share the results.
12. Staff an information booth at a community fair.
13. Design an informational exhibit for community gatherings.
14. Send program reports to decision makers, including evaluation data and accomplishments.

Developing a positive public image and a community awareness of the program makes recruitment for the program easier. People will want to belong to and join a program that is relevant, has flexibility, and provides an opportunity for achievement and recognition.

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Social Media

Social media is technology that is used to connect people with others, and this includes such applications as Facebook, Twitter, Instagram, YouTube, Pinterest, SnapChat and many more. Social media can be an excellent way to promote the Indiana 4-H Youth Development program, to encourage participation, and to keep connected to other 4-H members and volunteers.

National 4-H Council has training materials to help 4-H professionals and volunteers learn to use social media to promote and support 4-H. A free and simple registration is required to access the materials available at <http://www.4-h.org/resource-library/4H-marketing-online-resource-center/4H-training-templates/>.

Purdue College of Agriculture also has resources and guidelines for using social media for professional use located at the following site: <https://ag.purdue.edu/Extension/communication/Pages/socialmedia.aspx>.

For your reference, Indiana 4-H and National 4-H social media sites are listed below.

National 4-H:

Facebook: <https://www.facebook.com/4-h>

Twitter: <https://twitter.com/4H>

Instagram: <https://www.instagram.com/national4h/>

LinkedIn: <https://www.linkedin.com/company/national-4-h-council>

Pinterest: <https://www.pinterest.com/national4h/>

Google Plus: <https://plus.google.com/100466188995810856010/about>

YouTube: <https://www.youtube.com/user/national4H>

Indiana 4-H:

Facebook: <https://www.facebook.com/Indiana4H/>

Instagram: <https://www.instagram.com/?hl=en>

Twitter: <https://twitter.com/Indiana4h>

YouTube: <https://www.youtube.com/playlist?list=PLtXSf1tu3Jd94YLXWTqsLwn1FogVoEPrB>

Flickr: <https://www.flickr.com/photos/126400905@N08>

To learn more about Program Visibility, please visit the 4-H Youth Development Council Functions section of the Indiana 4-H Youth Development Council Handbook, #6. (<http://bit.ly/ProgVis>).