

PROGRAM VISIBILITY

PROMOTE OPPORTUNITIES TO RECRUIT PARTICIPANTS
AND ALERT POTENTIAL FUNDERS AND DECISION
MAKERS OF PROGRAM SUCCESSES

SOCIAL MEDIA:
TECHNOLOGY USED TO CONNECT
PEOPLE WITH OTHERS



CAN BE EXCELLENT WAY TO PROMOTE PROGRAMS,
ENCOURAGE PARTICIPATION, AND CONNECT WITH
4-H MEMBERS AND VOLUNTEERS



USE OF THE 4-H NAME
AND EMBLEM IN
PROMOTIONS MUST BE
CONDUCTED IN
COMPLIANCE WITH
FEDERAL USDA
GUIDELINES



NATIONAL 4-H
COUNCIL HAS
TRAINING MATERIALS
TO HELP VOLUNTEERS
LEARN SOCIAL MEDIA
AVAILABLE AT:
<http://bit.ly/social4H>

WAYS TO ACHIEVE PROGRAM VISIBILITY

ACCURATE AND
TIMELY INFORMATION
ON MEDIA

DESIGN AN EXHIBIT
FOR COMMUNITY
GATHERINGS

PUBLISH
INFORMATION ABOUT
VOLUNTEERS'
CONTRIBUTIONS

PUBLISH COMPLETE
PROGRAM
INFORMATION

DESCRIBE PROGRAM
DIRECTION, IMPACT,
AND VISION

UPDATE SOCIAL MEDIA
REGULARLY

BE A SPEAKER AND
ADVOCATE FOR
EXPANSION

RECOGNIZE
PARTICIPANTS IN ALL
PROGRAMS

SEND PROGRAM
REPORTS TO DECISION
MAKERS

EXPLAIN PROGRAM
SUCCESSES AND
OPPORTUNITIES TO
DECISION MAKERS

TALK ABOUT 4-H
OPPORTUNITIES AND
ACCOMPLISHMENTS

PUBLISH SPECIAL
FLIERS WITH NEW
OPPORTUNITIES

STAFF INFORMATION
BOOTH AT FAIR

CONDUCT A NEEDS
ASSESSMENT AND
SHARE RESULTS