4-H Communication Guidelines
Revised March 2011
Source: Nebraska State 4-H Office

University of Nebraska–Lincoln Extension is an organization that is learner centered, provides trusted subject matter content, and is professional, relevant, and nimble in its response. Additionally, UNL Extension provides unbiased, research-based information for all Nebraskans.

All print and electronic communication (including newsletters, email, online social networks, etc.), which is distributed on behalf of the 4-H Youth Development Program, is a direct representation of UNL Extension and its brand. Because these items are being produced and distributed with tax dollars, it is important to think carefully about the content of all communication.

4-H communication should contribute to the overall educational mission of 4-H, empowering youth to reach their full potential working and learning in partnership with caring adults. When determining the appropriateness of information from these groups for 4-H communication, please consider the following questions:

- Is the information unbiased, not endorsing an organization/business?
- If the organization/business is for profit, would any organization/business be given an equal opportunity to provide educational events?
- Does the organization/business that is providing the information have youth educational goals that are similar to those of the UNL Extension 4-H Youth Development Program?
- Does the information that is being shared by the organization/business use the 4-H Name and Emblem correctly?

If a response of “yes” is given to these questions, then the item may be shared with a 4-H audience. However, at any time, UNL Extension 4-H reserves the right to discontinue the sharing of information, based upon a response of “no” to these questions.

The following are acceptable items that may be included in 4-H communication:

- Information regarding UNL Extension 4-H educational programs, events, workshops, etc.
- Information regarding events sponsored by 4-H Clubs (considered UNL Extension 4-H events)
- 4-H youth and volunteer success stories
- Names of organizations/businesses that contribute financial or product donations to UNL Extension 4-H programs/events
- Discount cards/promotions
- Scholarship information
- Other items that abide by the guidelines shared above

When determining how these items are communicated to clientele, UNL Extension 4-H programs/events should take priority over non-UNL Extension 4-H programs/events. Electronic communication (email, online social networks, etc.) is encouraged when delivering information about non-UNL Extension 4-H programs/events.

To assist with distribution of 4-H communication, please utilize the following resources:

- 4-H Name and Emblem Guidelines - http://www.national4hheadquarters.gov/emblem/4h_name.htm
- UNL Extension Templates – http://www.extension.unl.edu/marketing/templates
- UNL Extension Customizable Design Layouts – http://4h.unl.edu/customizabledesignlayouts
- UNL Extension Social Media Resources - http://www.extension.unl.edu/extsocialmedia/resources
- UNL Extension 4-H Events Across Nebraska Calendar – http://events.unl.edu/unlextension
- Additional Experiences for Nebraska Youth Forum – http://unlextension4h.ning.com

Specific questions related to the content of 4-H communication may be directed toward the 4-H specialist in your district; you may also contact Tracy Pracheil at (402) 472-9016 or at mailto:tpracheil2@unl.edu.