4-H Communication Guidelines
Revised January 2017
Source: Nebraska State 4-H Office

Nebraska Extension 4-H Youth Development is an organization that is learner centered, provides trusted subject matter content, and is professional, relevant, and nimble in its response. Additionally, Nebraska Extension provides unbiased, research-based information for all Nebraskans.

All print and digital communication (including newsletters, email, social media networks, etc.), which is distributed on behalf of the 4-H Youth Development Program, is a direct representation of Nebraska 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 information does endorse an organization/business, is there a direct and significant benefit to Nebraska Extension 4-H Youth Development that is showcased in the form of a financial donation, volunteer hours, media effort, or partnership?
- 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 Nebraska 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, Nebraska 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 Nebraska Extension 4-H educational programs, events, workshops, etc.
- Information regarding events sponsored by 4-H Clubs (considered Nebraska Extension 4-H events)
- 4-H youth and volunteer success stories
- Names of organizations/businesses that contribute financial or product donations to Nebraska 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, Nebraska Extension 4-H programs/events should take priority over non-Nebraska Extension 4-H programs/events. If Nebraska Extension 4-H programs/events include a partnering organization/business, the Nebraska Extension 4-H Youth Development educational effort should be highlighted equally or more than that of the partnering organization/business. Digital communication (email, social media networks, etc.) is encouraged when delivering information about non-Nebraska 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://4h.unl.edu/employee/name-emblem-guidelines
- Nebraska Extension Templates – http://extension.unl.edu/toolbox-templates
- Nebraska Extension 4-H Customizable Design Layouts – http://4h.unl.edu/employee/templates
- Nebraska Extension Social Media Guidelines and Best Practices - http://extension.unl.edu/communications-and-marketing

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.