



FAQ 4-H Social Media Webinar #2: Building Your Pages

1. Do individual people need to be listed in a closed group for them to have access to the group?

Yes. Essentially a closed group is “invitation only,” so members of that group must be invited to join.

2. Do you create groups with your Facebook page, or under a profile?

You cannot create a group as a Facebook page, but you can create a group from a profile. Both pages and groups allow you to appoint others as administrators as well, so there is no risk of the page going away if you can't remain as the administrator.

3. Facebook opens new levels of options as your page grows—what are those?

Once the specific Facebook page has at least 25 fans, the administrator for the page can create a specific URL for your page—for example, www.facebook.com/4H. This unique URL ensures that you “own” a Facebook URL and can direct people easily to your page.

Once you reach 100 fans, Facebook gives you access to a metrics series called “Insights.” The insights let you know what people are finding interesting on your page, the peak time of their visit, and how many fans have unsubscribed.

4. What is the difference between an @ (at symbol) and # (hashtag)?

Twitter

On Twitter, to talk to someone in your network you'll add an @ symbol before their name (@4H). This alerts that person/org that you are mentioning them in your tweet. In short, @ is put before someone's page name or Twitter handle.

In Twitter there is also the hashtag (#). A hashtag allows anyone with a specific hashtag to follow a particular conversation. For example, today's conversation had a Twitter hashtag of #4HLead. If you were participating in our conversation, you would add that hashtag to your tweets so that anyone following our #4HLead hashtag could see your entry into the conversation. In short, a # (hashtag) creates a conversation that can follow across Twitter.

Sample Tweet: We wish @NASA a safe liftoff during today's #shuttlelaunch!

Facebook

On Facebook, you're allowed to use the @ symbol to “tag” someone in your status. When you put the @ symbol before their name, you create a live link between their profile/page and your status update. The update then appears on your page and their page.

Note: You must “like” a page before you are allowed to tag them using the @ symbol on Facebook.

5. Are Twitter users charged to use Twitter on their mobile phone?

Although Twitter is a free, internet-based program, you *can* elect to receive tweets on your phone via text message. In this case, standard messaging rates apply.

However, most people choose to access Twitter in two ways:

1. Using a desktop or laptop internet browser at www.Twitter.com
2. Via mobile applications, like the official Twitter app, Hootsuite, Tweetdeck

Note: When accessing via mobile app, standard data rates apply.

6. Can you create different "folders" in YouTube that are a collection of similar videos?

YouTube gives you an option to create "playlists" which are essentially bundles of videos with similar themes. You can then choose to display *only* your playlists so people access similar information without having to search through your videos to find the one they want.

7. Once the videos are on YouTube, how do people access them?

You have options about viewer access on YouTube:

- **Private:** Only you can view the video when you are signed in; it is not available in the search function on YouTube.
- **By URL only:** You can select the people who see your video by sending them a direct URL.
- **Public:** The video is widely available, anyone can view it. It also becomes available in the search function on YouTube.

8. Our state has issues with lack of internet connection. We don't know how many of our 4-H families have internet access. Do you recommend any off-the-shelf studies on this?

At this time, we don't have a source that we can recommend. We will post more information once we have it available.

9. What options are available for kids under 13?

4-H does not currently have an option for a private, safe online environment for youth under 13. While there are a variety of sites available, we have not tested these platforms and cannot recommend their use at this time.

10. What is the status of Access 4-H?

4-H Access is currently being used by 24 states, and we are working hard to make it available nationally. For more information, visit www.4-h.org/resource-library/online-enrollment/