

 POLICY	
Subject: Social Media	Policy #: 19-03
Approved By: Caitlin Daly, Executive Director	Effective Date: 7/10/2019

This policy is intended to help employees and volunteers, including board members, understand their roles and responsibilities in Fredericksburg SPCA's implementation of communication technology including but not limited to: websites, social networking sites, personal networking sites, blogs and microblogs, message boards and chat rooms, podcasts and webinars, video sharing sites, texting and instant messaging, etc.

The Fredericksburg SPCA recognizes that employees and volunteers may engage in communication while on and off duty as appropriate for performance of their duties and/or for the advance of our animal rescue mission. This policy applies to social media content – written, verbal, and images - on the SPCA social media (Facebook and other media) as well as information you post on your personal site(s) or on someone else's site on the Internet. Employees and volunteers who engage in blogging or posting should be mindful that their comments, even if done off premises and while off-duty, could have an adverse effect on the SPCA's legitimate business interests, animal rescue mission, and animal privacy interests. In addition, some readers may view you as a spokesperson for the SPCA.

The SPCA depends on strong community support and good will. Our reputation is a valuable and important corporate asset. Please consider whether you are potentially damaging our reputation before you post on any site, especially if/when you identify yourself as an employee or volunteer of the SPCA. If you are uncertain, consult your supervisor or a member of the Executive team before posting online.

To reduce the likelihood that your blogging or posting will have an adverse effect on the SPCA and the animals under our care, we require that you observe the following terms of use:

DO:

- Keep it positive! Research backs up that the use of positive, upbeat, happy stories engages people over sad or distressed animals. This is known internally as "The Sarah McLachlan Clause".
- When submitting a request for content to be transmitted through the SPCA's social media channels, allow 72 hours for it to be worked into the calendar. Be sure to include the 5 W's in your post (who, what, where, when, and why), as well as a supporting image/logo and correct social media handles for tagging companies. The Social Media & Communications Coordinator needs all the information available to create an engaging, valuable, on-brand post. For larger scale posts or large events, a FredSPCA Toolkit is required by the department head.
- Your blogging/posting is subject to all policies in the Fredericksburg SPCA Employee Handbook, including non-disclosure, professionalism, and employee conduct & disciplinary actions.

- Create fundraisers to support general SPCA efforts and use vague terminology when doing so. Fundraisers should always be generalized and in support of our lifesaving mission, never for a specific department or animal.
- Create or forward positive, compelling content about animal rescue that builds support for the adoption of animals in our care
- Support SPCA position statements on issues and public policy/legislation, but do not represent the organization as a spokesperson in the traditional media or online media without permission of the Executive Director or Executive Team.
- Snap a photo when something fun, uplifting, or “story-worthy” happens at the Fredericksburg SPCA! However, make sure you are not promising visibility with our Online Social Media platforms. Ex: Adoption photos or donation photos of a birthday.
- Ask before taking a photo of the public, staff, or volunteers. Get verbal confirmation that they are ok with having their photo taken and shared online. If they would like the photo, always offer to take one with their phone as well, as we cannot guarantee it will be used in our OSM.
- When recording a video, be aware of your surroundings. If there is inappropriate language or sensitive conversations taking place: mute.
- Abide by fair use and copyright law.
- If a post request is received from someone other than a department leader, that request will be deferred to the appropriate leader for approval. [Ex: A foster messages the Social Media Coordinator requesting a post seeking puppy training pads. The Social Media Coordinator is to forward the message to the Foster Coordinator who evaluates the need and proceeds accordingly. The Social Media Coordinator will only schedule that post if it is received by the Foster Coordinator.]
- As a courtesy, if you utilize a website or platform that mentions the Fredericksburg SPCA, volunteers, employees, sponsors, or partners, please let your supervisor know.
- Social Media & Communications Coordinator must be notified when you intend to create a post outside of the master calendar. This is a rare occurrence and should only happen in cases of emergency by the Social Media Coordinator or Executive Team.
- If there is a mistake made within an OSM post or our online communications such as the Website, notify the Social Media & Communications Coordinator immediately.
- Photos and videos must be conveyed to the Social Media Coordinator through a Google Drive or email, unless otherwise instructed.

DON'T:

- Do not discuss the behavior, medical condition, behavioral status, adoption, or euthanasia status of animals in our care which could negatively impact the adoptability of that animal or of other animals in our care. Do not “lobby” for specific animals in our care in this public forum.
- Do not post information that promotes or reinforces negative breed-specific stereotypes.
- When commenting on policy issues for which there is no official SPCA position statement, make it clear that you are speaking for yourself and not on behalf of the organization. Write in the first person and do not use your work email account.
- Do not use social media for internal workplace communications, including but not limited to any disagreements or differences in the workplace.
- Do not create or share Internet media communication that violates any local, state, federal or international laws and regulations. This includes uploads, posts, or emails that: impersonate/misrepresent, infringe on copyright laws, and contain obscene or defamatory content, forward unsolicited/unauthorized (spam, junk mail, chain letters), and knowingly create or transmit software viruses, worms, or other disabling codes.
- Do not post about politics or religion on behalf of SPCA.
- Do not create or share internet media communication that negatively impacts the SPCA brand or reputation.
- Do not create fundraisers for a specific cause or animal at the SPCA.

- Do not discredit, disparage, challenge or defame the mission, services, public policy positions, operational or animal status decisions of the SPCA.
- Do not reveal any confidential or proprietary information about the SPCA.
- Do not criticize individual staff or volunteer performance (by name, title or role.) Do not disclose the name or any personal identifying information of any staff or volunteer without his/her permission.
- Do not promise a "shout out", "boost" or any level of visibility on the Fredericksburg SPCA OSM without first discussing it with the Social Media & Communications Coordinator. There are specific internal guidelines for our different profiles and platforms and doing so comprises the visibility and integrity of our online presence.
- Do not use Facebook Messenger or text messaging to deliver content to the Social Media Team unless specifically asked to do so.

The SPCA regularly monitors the content of all of its social media sites. The SPCA, at its sole discretion, may restrict, block, suspend, terminate, delete, or discontinue any employee's or volunteer's access to SPCA-sponsored Internet media sites at any time - without notice - and delete postings.

When in doubt, ask! SocialMedia@fredspca.org

Name: _____ Sign: _____ Date: _____

By signing this document, I understand the rules, guidelines and standards of The FredSPCA Social Media Policy. I have been provided a copy of this document and have been given the opportunity to read it, to ask any questions, and to provide input about this document.

I further acknowledge that if these standards, guidelines and policies are not followed, disciplinary action may be issued by a supervisor and/or the Executive Director. If policies and procedures are not followed and multiple warnings are issued, administrative privileges may be revoked by the Executive Director.