



RedRover Responders Volunteer Social Media Policy

Please follow this policy when posting on RedRover's social media (for example, our Facebook page at www.facebook.com/RedRoverOrg or Twitter feed at www.twitter.com/RedRoverOrg), or when it's likely that your content could be interpreted as representing RedRover.

General policy

1. RedRover values the conversations and contributions that arise from social media use. Always keep in mind your association with RedRover, use good judgment and make sure your profile settings and content are consistent with how you wish to represent yourself personally and professionally.
2. You are personally responsible for the content you publish. Protect your privacy and understand a site's terms of service.
3. As a RedRover Responders volunteer, you are the RedRover brand. Our brand attributes are: caring, respected, unwavering, inspirational and vigilant. Keep in mind what the RedRover name represents: that we are warm, friendly, passionate, on the move, on the lookout for animals in need.
4. RedRover Responders volunteers are encouraged to share content posted by RedRover on its website and other media outlets.
5. As a RedRover Responders volunteer, consider whether your post(s) could be interpreted as representing RedRover's position. When publishing content that may bring confusion or controversy to RedRover's brand, include a disclosure, such as, "The postings on this site are my own and don't necessarily represent RedRover's position, strategy or opinion."
6. Don't publish or publicly discuss RedRover or another organization's confidential information, whether or not the content ties back to your role as a RedRover Responders volunteer. This includes unauthorized release of images, video, or other content.
7. When referencing information cited by someone else, include the link back to the source from which you heard the information wherever possible.
8. Avoid publishing anything that is disrespectful, damaging or potentially embarrassing to an individual or organization.
9. RedRover encourages open discussions and differing opinions; however, show consideration for others' opinions and privacy and refrain from engaging in topics that may be considered objectionable, obscene or inflammatory.
10. Be the first to correct your mistakes. RedRover will monitor its sites regularly to ensure disclosure and truthfulness and attempt to correct all misstatements and misrepresentations.
11. Always get permission prior to using the RedRover logo.
12. Respect copyright and fair use laws.
13. RedRover may remove, or request the removal of, any posts/publications in conflict with this policy.

Social media rules regarding RedRover Responders deployments

1. In addition to the above policy, due to the confidential and sensitive information that volunteers have access to during RedRover Responders deployments, the following special rules apply to your social media use regarding these events:
2. Do not post any confidential content from the deployment. This includes, but is not limited to: a) the condition of the animals (whether good or bad) at the shelter or otherwise involved in the response, b) the progress of the response, and c) anything regarding any legal proceedings associated with the animals or response. (Examples of content that is and is not allowed will be provided in training, and if you have any questions, please ask!)
3. Unless specifically authorized by RedRover staff, do not take or publish any photos or video from the deployment, even after the deployment is over. This includes photos or videos taken by cell phone, even if these images are “just for me.” Even the act of taking these photos on site can damage RedRover’s relationship with its partners.
4. We recognize the desire to capture the friendships and bonds formed during deployment via photo. Talk to your Team Leader about appropriate ways to capture these images. In most circumstances, this can be accommodated with photos taken away from or outside the shelter location and without any animals visible. However, do not take or publish any such photos or videos until authorized by on-site RedRover staff or designated Team Leader. Sometimes the shelter location is secret, and even photos taken outside of the shelter can reveal its location.
5. Be aware that as a RedRover Responders volunteer, your posting about a RedRover deployment has an increased likelihood of being interpreted as representing RedRover’s position.
6. Do not publish anything that is disrespectful, damaging, or embarrassing to any of our deployment partners or volunteers, including the inviting organization and other organizations working on the response.
7. As always, you are encouraged to share content RedRover has published on social media, such as press releases, Facebook posts and albums, and tweets. You may also share and post content that has already been published by other media sources.
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We encourage you to err on the side of caution with your deployment-related communication. If you have any questions about a communication, please run it by the on-site Team Leader or Emergency Services Manager. You are always welcome to contact RedRover with your questions, or if you have an idea about communication or a content suggestion.