

## RedRover Responders Volunteer Social Media Policy

As a RedRover Responders volunteer, you represent the values that RedRover stands for: caring, respected, unwavering, inspirational, and vigilant. Keep in mind what the RedRover name represents – that we are warm, friendly, and passionate about the work we do and the people and animals we serve.

RedRover values the conversations and contributions that arise from social media use. We are an organization dedicated to helping people and pets in crisis, grounded in equity and inclusion for animals and human beings. Inclusive of this is our commitment to creating and sustaining an animal care ethic within the context of anti-racism as well as gender and LGBTQ equity and justice. Hence, when using social media, 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, within the context of our diversity, equity, and inclusion *principles and values*.

**When posting or commenting on RedRover's social media (for example, RedRover's Facebook, Instagram, or Twitter accounts), please adhere to the following guidelines:**

- RedRover encourages open discussions and differing opinions; however, please show consideration for others' opinions and privacy and refrain from commentary that may be considered objectionable, obscene, or inflammatory or does not uphold RedRover's principles of diversity, equity, and inclusion.
- Be mindful. Consider how your posts or content may make others feel. Do not post language that is disrespectful, hurtful, offensive, derogatory, or ignites conflict. Posts and/or content should not be damaging or potentially embarrassing to an individual or organization or target an entire group of people in a negative way.
- RedRover will remove any posts/publications in conflict with this policy.

**Regarding your personal social media accounts:**

- RedRover Responders volunteers are encouraged to share content posted by RedRover on its website and other media outlets.
- If you include an affiliation to RedRover in your social media profile, it **must** be clear that you are a volunteer and **not** an employee.
  - As a RedRover Responders volunteer, consider whether your post(s) could be interpreted as representing RedRover's position and bring confusion or controversy to RedRover.

**Regarding confidential information about deployments:**

As a RedRover Responders volunteer you will have access to extremely confidential and sensitive information. You may come across this information via your on-the-ground-experience, email, word of mouth, photos, briefings, things you overhear, etc. You are not allowed to post any confidential content from deployment – this applies before, during, and after a 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 deployment.
- b) the progress of the deployment.
- c) anything regarding any legal proceedings associated with the animals or the deployment.
- d) photos or videos.
- e) location of the deployment.

Additionally:

- Unless specifically authorized by RedRover staff, **you are not allowed to take any photos or video while on the deployment.** Even the act of attempting to take photos on site, including selfies or photos of other volunteers, can damage RedRover's relationship with its partners who rely on our discretion.
- Do not publish or publicly discuss 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.

We recognize the desire to capture the friendships and experience that occur on deployment via photos. Talk to your Team Leader about appropriate ways to capture these images. In most circumstances, this can be accommodated with photos taken away from 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 even the shelter location is confidential, and photos taken outside of the shelter can reveal its location. **It is also important to know that your location can be embedded in your images.** For example, if others were able to click on "details" or "more info" about the photo, an automatic GPS location-tag would be able to tell them where the photo was taken, even if you do not manually input this information yourself.

RedRover will request the removal of any posts/publications in conflict with this policy.