

## **Media and Social Media Communications**

As a nonprofit organization, the Parma Animal Shelter and our mission, values, programs and services, board, and volunteers are in the public eye. It is important that we represent PAS in a consistent manner aligned with our mission.

Parma Animal Shelter, Inc. (PAS) recognizes the benefits of social media and appreciates on-line expression and encourages an on-line presence using sound judgment.

This policy will set forth guidelines that volunteers should follow for all communications in reference to PAS and applies to any person associated with PAS. Volunteers are free to publish or comment via social media in accordance with this policy. Volunteers are subject to this policy to the extent they identify themselves as being associated with PAS.

### **Media Policy**

The Parma Animal Shelter, Inc. (PAS) has designated the following as spokesperson(s) for the organization:

- Board President (primary) or designee
- Board Vice President (secondary) or designee
- Legal Counsel (if applicable)

No other board member, and/or volunteer is authorized to speak about PAS business with a member of the media unless consent has been approved by the Board.

### **Social Media Policy**

The Parma Animal Shelter, Inc. (PAS) has designated a volunteer(s) with the authority to monitor, update and post to PAS social media sites or the PAS website on behalf of the organization.

### **Public Communication**

Only trained Parma Animal Shelter volunteers should be communicating with the public at the front desk, dog, cat, common shelter areas or on social media. Only trained Parma Animal Shelter volunteers should be answering the phones on behalf of the shelter.

Volunteers are encouraged to share shelter animals that are available for adoption, on their social media to promote adoptions and help foster the mission and vision of PAS. Remember you are associated and can be construed as representing the overall organization in public forums of this nature. Discretion should be used to prevent any misconceptions.

You are encouraged to use the following guidelines when using social media:

- Apply a “good judgment” test for every activity related to online communication that relates to PAS.
  - o Could your posting negatively affect PAS’s partnerships within the community, adopters and potential donors?
  - o Could what you are posting possibly limit adoptions and/or donations by community members?

o Could your posting potentially harm the relationship between the shelter and its surrounding community?

- All post should display professionalism, be respectful and truthful.

### **Confidentiality and Disparagement:**

It is acceptable to talk about our work with the shelter and speak within the community, however it is not acceptable to publish/discuss confidential information. We require that information or opinions related to the internal operations of PAS be treated as confidential and that no disparaging or misinformed statements are made that would damage or reasonably damage PAS's brand and reputation.

Internal operations and support services are to be treated as confidential and not to be disclosed. For example: donors, customers, partners, or suppliers Identifying customers, partners, or suppliers by name.

### **Relevant Media Outlets:**

It is unacceptable, without prior approval to post any comments or pictures of unavailable animals, wildlife, or any animals subject to confiscation, judicial order, and other restricted or confidential situations.

Pictures and comments in relation to the above should not be posted on to online forums including but are not limited to: personal blogs, LinkedIn, Twitter, Facebook, Myspace, personal websites, Instagram, and other electronic medium.

As a nonprofit organization, PAS and its mission, programs, services, board and volunteers are in the public eye. It is important to present the Parma Animal Shelter in a manner that is both accurate and consistent with our [Mission and Vision](#).

The Parma Animal Shelter encourages our volunteers to participate in social media and post positive information about their experiences while volunteering at the shelter. We ask that when engaging in social media, volunteers are clear about what they are representing, and take responsibility for ensuring that any references to the shelter are factual, complete, and accurate. We ask that volunteers show respect for the individuals and communities with which they interact and represent.

- "Social media" includes television, radio, blogs, wikis, social networks, virtual worlds, or other media yet to be identified or created and that are used to connect you with the rest of the world.
- Popular forms of social media include: Television, Radio, Blogs, Microblogging sites (ex: Twitter, Snap Chat etc.)
- Multimedia/Social networking sites (ex: Facebook, Mastodon, YouTube, Vimeo, LinkedIn, Flickr, Instagram, etc.)
- Forums (ex: Yahoo! Groups, Reddit, etc.)
- Bookmarking sites (ex: Pinterest, etc.)
- Wikis
- Virtual Worlds

It's important to remember that the Parma Animal Shelter relies on strong community support and goodwill. Our reputation is a valuable asset. We ask that volunteers please consider whether content shared is potentially

damaging our reputation before posting any site, especially if/when the poster is identified as a volunteer. Volunteers who engage in blogging or posting should be mindful that their comments could have an adverse effect on the work we do at PAS.

- Do:
- With prior permission, post links and positive comments about adoptable, foster or potential foster animals,
- and animals available for rescue
- Celebrate successes, for example an adoption of an animal or great work by staff and volunteers
- Post positive comments about Parma Animal Shelter such as topics about animals, events and news
- Share, Like, React, Comment on Parma Animal shelter social media posts
- Take responsibility for ensuring that any references to Parma Animal Shelter policies are factual, correct, and accurate
- Show respect for the individuals, shelter partners, and communities with which they interact

Do Not:

- Post photos or videos of shelter animals that are not available for adoption, rescue, or transfer
  - Voice grievances or make disparaging remarks about Parma Animal shelter
  - Breach the confidentiality of private information about Parma Animal Shelter or any other HCPH department, as defined in the ca
  - No information should be disclosed without the permission of the HCAS Director or designee.
  - Disclose personal information about Parma Animal Shelter volunteers, and partners
  - Damage the reputation of Parma Animal Shelter or post disparaging, obscene or defamatory information
  - Harass, bully, discriminate or post hateful information about Parma Animal Shelter
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- If volunteers are uncertain about a potential post or interview, we ask that they please consult the Board President or designee.
  - Failure to comply with this policy may result in changes to volunteer opportunities with Parma animal Shelter, including prohibition from volunteering.