

RAVS Social Media Policy for Staff and Volunteers

Sharing your RAVS experience on social media can benefit the community in so many ways – creating awareness of our efforts and the need for veterinary care in the communities we serve, providing context for potential volunteers, and updating donors and other supporters. Sharing also comes with the responsibility of knowing that anything you post online in association with RAVS is permanent and is a direct reflection on the program. This policy is intended to provide guidelines for staff and volunteers when posting via personal or organizationally approved pages about the RAVS program. This is meant to supplement and is not intended to replace the HSUS policy in effect entitled *Social Media Guidelines for HSUS Employees and Volunteers*.

Transparency: Be honest about who you are, and what your affiliation is with the RAVS program. Be clear that any opinions expressed are your own and do not reflect the opinions of RAVS, The Fund for Animals, HSUS or its affiliates.

Respect: Be respectful in all communications and do not engage in any interactions that may be perceived as offensive, obscene or threatening. Please notify a RAVS staff member if you notice or are asked to engage in any potentially offensive communications.

Sharing:

- Never post confidential information about the RAVS program, staff, volunteers, clients or donors.
- Photos of clients or any tribal resident *may not be taken or posted* without explicit written consent (i.e. a signed RAVS Photo Release)
- Photos of RAVS staff or volunteers should not be taken or posted online without the subject's verbal consent. Please do not tag anyone in photos. You may tag the RAVS program page, however please take care in drafting message content and ensure the content is professional and positive.
- We encourage photos of our canine and feline patients however remember that any photos posted online can be viewed or shared by others, regardless of the privacy settings of the page on which they are posted and may reach unintended audiences. Many procedures and anesthesia/surgery settings that veterinary professionals know to be a part of normal professional life can be taken out of context by someone not trained in the field. We request certain types of photos not be shared in online platforms. These include:
 - Images of animals in lateral recumbency (i.e. in a post-surgical recovery setting). These animals are being closely monitored, however often do not appear alive in still photos.
 - Images containing blood or body parts. While academically interesting to many veterinary professionals, these images may make others uneasy.
 - Animals under anesthesia, especially views of the head with an endotracheal tube present. Again, while these animals are being closely monitored, these images can be confusing or disturbing for some.
 - In photos where animals are being handled or restrained, the overall image should be one of low-stress handling.
 - You may wish to view photos on the [RAVS Facebook page](#) to see examples of photos appropriate for online sharing.
- Pay attention to the overall image of anything might share – if you knew nothing about the animal welfare or veterinary fields how would you view what is happening? What interpretations could you make? Try to be objective and sensitive to perceptions when considering photo choices for sharing.

Safety: Please make use of profile privacy settings to keep your personal information safe.

Profiles: Crowdrise fundraising pages as with other social media content can reach a wide audience of clients, donors and general animal lovers. Please choose an appropriate profile photo and content for your fundraising pages. Profile photos should be of a mature nature and reflect the mission of the RAVS program.

We appreciate constructive, positive dialogue that can be generated by spreading the word about our program and animals in need. We appreciate all volunteers adhering to this policy and trust everyone to use good judgement. When in doubt you are encouraged to consult a RAVS staff member for guidance.