

# AVIAN CONSERVATION CENTER

THE AVIAN MEDICAL CLINIC



## SOCIAL MEDIA POLICY

The Center encourages staff and volunteers to advocate for the organization and to help spread the word about the Center's work, and to encouraging conservation and environmental responsibility and stewardship throughout the community.

We realize our online presence is an asset that can help us create awareness about the important work that we do, but we must be consistent and accurate in our messaging.

*Our goals are to encourage support of the Center services and programs, and to share the expertise of the Center staff and volunteers.*

### General Rule:

**DO NOT SHARE PICTURES, POSTS, OR MENTIONS OF THINGS THAT WOULD NOT OTHERWISE BE VISIBLE TO REGULAR CENTER VISITORS ON A PUBLIC DAY UNLESS YOU HAVE PRIOR STAFF APPROVAL.**

### *Guidelines for online submissions about the Center:*

1. Be Responsible. Blogs, wikis, photo-sharing and other forms of online dialogue (unless posted by authorized the Center personnel) are individual interactions, not corporate communications. the Center staff and volunteers are held personally responsible for their posts.
2. Be Smart. A blog or community post is visible to the entire online universe. Remember that what you write will be public for a long time – be respectful to the company, employees, members, corporate sponsors and competitors, and protect your privacy.
3. Identify Yourself. Authenticity and transparency must be driving factors. List your name and when relevant, role at the Center, when you comment about Center -related topics.
4. Include a Disclaimer. If you blog or post to an online forum, make it clear that you are speaking for yourself and not on behalf of the Center. If your post has to do with your work associated with the Center, use a disclaimer such as this: "The postings on this site are my own and don't represent the Center positions, strategies or opinions." This is a good practice but does not exempt you from being held accountable for what you share.
5. Respect Privacy of Others. Don't publish or cite personal details and photographs about Center employees, volunteers, corporate partners, visitors, or vendors without their expressed permission. Any disclosure of confidential information will be subject to the same Center personnel policies that apply to wrongful dissemination of information via email, conversations and written correspondence.
6. Write Only What You Know. You have a unique perspective on our organization based on your talents, skills and current responsibilities. Share your knowledge, your passions and your personality in your posts by writing

about what you know. If you're interesting and authentic, you'll attract readers who understand your specialty and interests. Don't spread gossip, hearsay or assumptions.

7. Be Respectful. It's okay to disagree with others but negative or disparaging comments about your associates, employees, supervisors or corporate sponsors and vendors are not appropriate. Respect your audience and refrain from obscenities, personal insults, ethnic slurs or other disparaging language to express yourself.

9. Don't Relay Confidential Information. The nature of your job may provide you with access to confidential information regarding the Center operations and/or members, volunteer staff, or employees. Respect and maintain the confidentiality that has been entrusted to you. Don't divulge or discuss proprietary information, internal documents, personal details about others or other confidential material.

*You will:*

- Use appropriate language
- Think before you post any information online
- Ensure that your profile and any content you post are consistent with the professional image you present in respect of your association with the Center
- Make it clear in postings that you are speaking on your own behalf. Write in the first person and use a personal email address when communicating via social media
- If you disclose your affiliation with the Center, you must state that your views do not represent those of the Center. For example, you could state, "the views in this posting do not represent the views of the Center."

*You will not:*

- Share pictures or information unavailable to a member of the general public—unless you have prior approval from the Avian Medical Clinic Director
- Upload content deemed disruptive, threatening, abusive, harassing, obscene, libelous or an invasion of another's privacy – this includes text, audio, photographs and video
- Use the Center's name in a derogatory manner or defame or disparage the Center
- Upload content deemed confidential by the Center
- Infringe on the intellectual property of any company/individual or the Center
- Use the Center logos, brands, slogans or other trademarks without the prior written consent of the Avian Medical Clinic Director
- Breach Data Protection requirements (for example, never disclose personal information about a colleague/member online)
- Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements)

I, \_\_\_\_\_ have read and understand these guidelines and agree to adhere to them.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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