



SOCIAL MEDIA POLICY

The Central California Animal Disaster Team (“CCADT” or “Team”) uses social media to communicate our mission, purpose, deployments, events and other work provided to the communities of the Central Valley. We recognize that those who are involved in its work may also use social media either as part of their official role or in their private lives.

With the popularity of social media sites such as Facebook, Twitter, YouTube, Instagram, SnapChat, etc. it is important to understand the implications from volunteers’ use of these and other similar sites. The use of social media presents certain risks; therefore, it carries certain responsibilities. Due to the nature of CCADT’s work during disasters or if responding with law enforcement for animal cruelty and neglect cases, it is mandatory that all CCADT members adhere to this policy.

Social media is never private. The purpose of this policy is to set out what CCADT expects from our volunteers when using social media. It is important to remember that all volunteers are ambassadors for the Team.

This policy is solely for volunteers and aims to:

- Give clear guidelines on what volunteers can say about the CCADT;
- Comply with relevant legislation and protect volunteers;
- Help volunteer supervisors manage performance effectively;
- Help volunteers draw a line between their private lives and their volunteering;
- Protect CCADT against liability for the actions of volunteers;
- Be clear about sensitive issues and explain how problems with inappropriate use will be addressed.

Policy Statement

CCADT recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work. This policy aims to protect individuals who volunteer with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.

Inappropriate use of social media may pose risks to CCADT’s reputation and can jeopardize our compliance with legal obligations. To minimize these risks, we expect volunteers to adhere to this policy.

Scope and Purpose of the Policy

This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

All volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be directed to Naomi Tobias, CCADT CEO at naomitobias@ccadt.org.

Revised April 2019

If a volunteer is found to be in breach of this policy, it may lead to disciplinary action and/or being terminated from CCADT.

Guidelines for Responsible Use of Social Media

1. The following sections of the policy provide volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

We want you to help protect the reputation of CCADT and its volunteers. Volunteers must not post disparaging or defamatory statements about:

- a. CCADT
- b. CCADT board members or volunteers (past or present)
- c. Any emergency responder and his/her responding agency
- d. Other affiliates and responding agencies

Volunteers should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

2. Volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses (including communities subject to possible evacuation orders), colleagues, volunteers and social acquaintances for an indefinite time. Keep this in mind before you post content.
3. Only designated CCADT representatives may post images to CCADT social media sites. It is important that appropriate legal releases are obtained. Volunteers may “share” or re-post ONLY those images that are posted on CCADT sites (i.e., Facebook). No images of clients, volunteers or animals may be posted on social media directly by volunteers.
4. CCADT does not permit any form of tagging of vulnerable adults or anyone under the age of 18.
5. Volunteers are not permitted to set up social media accounts for CCADT purposes without prior consultation and approval by Naomi Tobias.
6. Remember that you must respect confidentiality at all times and protect confidential information. No volunteer is permitted to post confidential information. Confidential information includes things such as unpublished details about our work, (especially during response to law enforcement requests for assistance), details regarding evacuations, deployments, financial information or information on our supporters, board members or volunteers.
7. If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your volunteer supervisor or Naomi Flam
8. If you see content in social media that disparages or reflects poorly on CCADT, you should report it to Naomi Tobias. All volunteers are responsible for protecting our reputation.

If you have questions or need further guidance, please contact Naomi Tobias, CCADT CEO at 559-433-WOOF (9663) or email at naomitobias@ccadt.org.



**VOLUNTEER ACKNOWLEDGMENT
OF SOCIAL MEDIA POLICY**

I hereby acknowledge receipt of the Central California Animal Disaster Team's ("CCADT") Social Media Policy.

I agree that I will comply with all aspects of the CCADT's Social Media Policy and to comply with my responsibilities and obligations under the Policy.

I understand that if I violate any aspect of the Social Media Policy, I may be subject to immediate termination from the CCADT.

DATED: _____

Print Name

Signature

