



## Volunteer Social Media Policy

**Social media is an important form of communication, and we understand you may engage in social networking as part of your volunteer work. In an effort to be compassionate and respect the privacy of everyone, we ask that when volunteers engage with social media, the following guidelines are followed.**

### Following HSHV

Looking for a place to find all the cute and adorable photos of your favorite HSHV animals? We are happy to tell you that you HSHV can be followed on several social media sites! We would love to have you follow us and share our posts with your friends and family.

#### Facebook:

HSHV: [humanesocietyhuronvalley](#)

Tiny Lions: [tinylionscatcafe](#)

#### Twitter

HSHV: [hshv](#)

Cruelty/Rescue Department: [Cruelty HSHV](#)

#### Instagram

HSHV: [humanesocietyofhuronvalley](#)

Tiny Lions: [tinylionscatcafe](#)

#### Snapchat

HSHV: hshv.animals

Tiny Lions: TinyLionsCafte

#### Pinterest

HSHV: [Humane Society of Huron Valley](#)

HSHV YouTube: <https://www.youtube.com/c/hshvorg>



## HSHV Volunteer Social Media Guidelines

**When creating content on your own social media platforms, please remember that although the post may be on your own site, you are representing HSHV as an active volunteer.**

### **Photos:**

- Social media helps with adoptions! Please feel free to post photos of animals who are available for adoption. These animals have a blue or pink kennel card or a white card with a yellow sticker.
- Please do not post photos of animals who are not available for adoption (including those in foster homes). Posting photos of unavailable animals can cause unnecessary confusion, stress or even have a negative impact on pending cruelty cases.
- Please do not post photos of any clinic clients or those who have been adopted by families, unless given express permission to do so.
- Please do not post photos of any humans in the building, including volunteers and staff, without express permission.

### **Content:**

- Express only *your personal* opinions. Ensure that posts are not written so they it is assumed that it is the opinion of HSHV.
- Always be fair and courteous to associates of HSHV. Do not include personal information or negative comments about adopters or people who surrender their pets; or complaints or negative statements made about HSHV, staff, volunteers or members of the public—whether they're your complaints or someone else's.
- Please do not include information about cruelty investigations, animals that are not yet available for adoption or animals owned by clinic clientele.
- Please do not include information about an animal that had to be euthanized, or comments when a euthanasia decision is being contemplated.
- Keep in mind that you are more likely to resolve complaints/concerns or have questions answered by speaking directly with a member of the volunteer department team. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage clients, team members, volunteers, vendors, or suppliers, or that might constitute harassment or bullying.

- Make sure you are always truthful and accurate when posting information or news. If you are unsure, please contact an HSHV staff member for more information. We ask that you please refer others to HSHV to answer questions on policies or organizational opinions.
- Maintain the confidentiality of HSHV information on both personal and HSHV affiliated social media platforms. Do not post internal conversations or decision making, policies, procedures or other organization-related, confidential communications. Remember that all HSHV work product is owned by HSHV.

## The HSHV Volunteer Facebook Page

How to find us: In the Facebook search bar, search for *Humane Society of Huron Valley Volunteers*. Since we are a “closed group,” your next step will be to request to join us. Once we receive your request and verify your identity and volunteer status, we will approve your request.

Purpose: The purpose of the volunteer Facebook page is to provide volunteers a place to connect, share experiences, ask questions and post photos or stories. We ask that all content is related to volunteer assignments or the volunteer program at HSHV. While we know there are many topics related to animals, this page is not intended for advocacy, soliciting or business advertising. Our goal is to keep this a positive, supportive environment where volunteers of all ages and experience levels are shown compassion, respect and corresponded within a respectful manner.

Monitoring: For the most part, volunteer department staff have little involvement in monitoring and posting on the volunteer facebook page. We will occasionally post last minute volunteer requests, happy adoption stories or other content related to HSHV volunteer assignments.

Post/Comment Removal: Volunteer department staff do loosely monitor the page for content and when necessary, will remove posts or comments that may violate the guidelines below. Members can report an offensive post by using the “report post” option on the Facebook page. When a post is removed, the volunteer will be notified as well as given the reason why the post was removed. Volunteer department staff do reserve the right to remove any post, at any time, with or without notification. Volunteer department staff do also reserve the right to remove any volunteer from the group at any time, or if necessary, from the volunteer program all together.



- Posts on any HSHV affiliated platform should not include solicitations for goods or money of other volunteers.
- In an effort to maintain a positive and informative group, we ask that posts on any HSHV affiliated platform do not contain sensitive topics such as death, euthanasia, or killing/injury to animals. The decision to remove or not remove posts that contain these topics is at the discretion of the volunteer department staff.
- While we encourage advocacy and taking action to help support legislation for animals, we ask that any links included on any HSHV affiliated page do not include graphic videos or disturbing content. The decision to remove or not remove posts that contain these topics is at the discretion of the volunteer department staff.
- We ask that volunteers refrain from posting pleas for HSHV to take transfers from other shelters on this page. HSHV is consistently supporting both in and out of state shelters through our transfer program, however staff involved in these decisions are not part of the volunteer facebook group and posts such as these often lead to misinformation and confusion. If you feel there is a group who may need the support of HSHV, the most effective way to help is to reach out to the group in need and share HSHV's contact information for our Intake Department at 734-661-3528. In doing so, please be mindful to communicate that you are unsure if HSHV will be able to help, but they can call to discuss their needs with our Intake Manager.

**\*\* For the purpose of this policy, “social media” includes all means of communicating or posting content on the Internet, including but not limited to social networking sites, blogs, microblogs, web sites, bulletin boards, chat rooms and similar media.**