Communication & Social Media Agreement

Gold Country Wildlife Rescue (GCWR) is growing into a highly visible public institution and a leader in Placer county animal care. As such, the release and communication of information is carefully coordinated and timed based on the needs of the organization. In addition, staff and volunteers have a shared responsibility to monitor the information we release on the internet - including images, video, and text.

GCWR respects the rights of staff and volunteers to express themselves as long as they do not jeopardize or harm the reputation or business of the organization. What you say, write and post is a direct reflection of you and GCWR and may very well help or cause damage to your, or GCWR's, reputation.

Communication Guidelines:

- All reporters or media representatives who solicit GCWR information, on- or off-the-record, are to be directed to the Executive Director.
- GCWR staff and volunteers have access to areas not open to the public, and are permitted to take images or videos of animals in these areas. These may be used for non-commercial, personal use, providing they do not defame GCWR, and are in accordance with the Department of Fish & Wildlife MOU.
- Discussion of internal GCWR business or any confidential or sensitive issues are prohibited at all times, including print or electronic media. This includes but is not limited to animal births or deaths, illnesses, finance, personnel, donor, and husbandry issues. This is because even well-meaning comments can inadvertently cause damage to GCWR, as the receiving parties may mistakenly assume the message represents official GCWR policy, or, the message contains a complete set of facts about a situation at GCWR.
- Do not use racial or other slurs, personal insults, obscenity, threats, or engage in any conduct that would not be acceptable in the workplace.
- GCWR logos may not be used without consent from the Executive Director.

Social Media Guidelines:

- Staff are encouraged to create posts and social media content that portray the organization in a positive manner; all we ask is that you follow these guidelines
    - Be respectful to the organization, staff, rescuers, partners, and volunteers.
    - Respect the organization's confidentiality and proprietary information.
    - Comply with all other organizational policies, agreements, or verbal guidance, including those on the topics of ethics, code of conduct, confidentiality, photography/videography, and discrimination/harassment.
    - Check facts before creating a post.
    - When appropriate, make it clear that the views expressed in the post are yours alone and do not necessarily represent the views of GCWR.
    - Understand when the Executive Director asks that topics not be discussed for confidentiality or legal compliance reasons; understand that GCWR logos may not be used without consent from the Executive Director.
    - Ask the Executive Director if you have any questions about what is appropriate to include in your social media post, blog, photo, or video. It's OK to blog or Facebook post that you had a busy day helping with animal procedures; it is not OK to talk about details of injury, surgery, medication, etc.

By signing below, I agree to abide by GCWR's communication and social media agreement, and I understand that failure to do so may result in loss of privileges or removal from GCWR.

Signature: _____ Date: _____