

INTERNET PUBLIC DISCLOSURE NOTICE

Policies and Guidelines for Social Networking

Refuge International encourages our volunteers to be champions on behalf of the organization by spreading the word about our mission dedicated to the goal of improving lives of families and individuals through the collaborative development of sustainable programs in areas where health care, adequate nutrition, clean water and education are lacking or non-existent.

Social networking, blogging and other forms of online publishing are unprecedented opportunities of outreach, information-sharing and advocacy. Social media is a great way to talk about the milestones our teams accomplish!

Goals

- ❑ As a Refuge International volunteer, you are representatives of our brand and mission. Liking, sharing, commenting, retweeting and replying to Refuge International posts is helpful in promoting our services. The more interaction the better!
- ❑ Being present in an open, giving and transparent way in spaces where your followers are already spending their time will lead to a stronger loyalty to our mission.
- ❑ Social media is a way to provide better customer service, correct misconceptions and supports improved program implementation.

Policies

- ❑ **Be Responsible:** Posts, shares, tweets, retweets, comments and other forms of online dialogue and communication (unless posted by an official Refuge International account) are individual interactions, not corporate communications. Refuge International volunteers are personally responsible for their posts on all social media including, but not limited to Facebook, Twitter, LinkedIn, Instagram, Pinterest, Flickr, YouTube.
- ❑ **Respect Privacy of Others:** Do **NOT** publish or cite personal details and photographs about Refuge International, Guatemala children, families, employees, volunteers, or sponsors without their specific permission. In fact, any posts about Refuge International should be shared or retweeted from our own social media sites (@refugeinternational).
- ❑ **Do NOT Tell Secrets:** The nature of your role may provide you with access to confidential information regarding Refuge International, patients, family members and other volunteers. Respect and maintain the confidentiality that is entrusted to you. Don't divulge or discuss proprietary information, internal documents, or personal details about other people or confidential material. Any and all use of social media must abide by our policies on confidentiality.

Guidelines

- ❑ **Be Smart:** A blog or community post is visible to the entire world, and is out there indefinitely for anyone to see. Use common sense and be respectful to Refuge International staff, volunteers, patients, sponsors, competitors, and protect your privacy.
- ❑ **Identify Yourself:** Authenticity and transparency are driving factors of the social media space. List your name and, when relevant, your role with Refuge International when you post about topics related to our organization.
- ❑ **Include a Disclaimer:** If you post to an online forum in an unofficial capacity, make it clear that you are speaking for yourself and not on behalf of Refuge International. If your post has to do with your work or subjects associated with our organization, use a disclaimer such as: *"The postings on this site are my own and don't represent Refuge International positions, strategies or opinions."* This is a good practice, but does not exempt you from being held accountable for what you write.
- ❑ **Write What You Know:** You have a unique perspective on our organization based on your talents, skills, and volunteer status. Share your knowledge, your passion and your personality in your posts by writing about what you know. If you are interesting and authentic you will attract readers who understand your specialty and interests. What you share and post represents not only you as a person, but Refuge International as well. You are ambassadors for our brand and our mission: please represent it well. Don't spread gossip, hearsay or assumptions. Refer to our values when representing this organization: **Integrity, Accountability, Teamwork, Excellence** and **Commitment**.
- ❑ **Be Respectful:** Respect your audience and don't use obscenities, personal insults, ethnic slurs or other disparaging language to express yourself.