

PAW Social Media Guidelines, February 2012

Recognizing that PAW is now operating in the Social Media world, below are some commonsense guidelines that all Volunteers should adhere to. Any questions should be directed to the Outreach Coordinator at outreach@paw-rescue.org.

When posting on Facebook or Twitter, never:

- use anyone's last names
- mention the names of the kennels or vet offices PAW uses
- mention (and thus advertise) for-profit groups. e.g., groomers, trainers unless given the okay by PAW's President or Vice-President
- post any urls to our PAW Website Member's Page
- make negative mentions of other volunteers, including prospective or former volunteers
- make negative mentions of people who have given up an animal PAW has taken in, including adopters who have returned a dog or cat
- make statements about any small or large "controversy" within PAW, e.g., animal care or adoptions, delegation of responsibilities, disagreements with PAW leadership
- post pictures of adult PAW members or participants at our events without the consent of everyone in the picture
- post any pictures with children in them; however teenaged PAW volunteers who have completed orientation can appear in pictures on Facebook with their parents written permission.