



DonCARES

of Philadelphia, Inc.

Social Media Policy

DonCARES of Philadelphia, Inc. recognizes many benefits of social media platforms such as Facebook, Twitter, Instagram etc. We believe that these information sharing tools can help raise awareness about the importance of quality mentoring programs for youth. For these reasons, DonCARES utilizes platforms including social networking sites to communicate with our program participants, board members, community partners, and others.

We will rely on social media tools for marketing, outreach, event planning and networking. DonCARES does not intend to control online interaction among program participants; however to protect the youth in the program, program staff, board members, mentors and volunteers must adhere to this social media policy.

If anyone affiliated with the organization chooses to dialogue via an online communication platform on a personal level while involved in DonCARES, individuals must consider potential audience members, including other program affiliates, the youth in the program and their families. All information shared through online communication platforms is public and permanent and can have lasting effects on our program and those we serve. Individuals should exercise responsibility by demonstrating maturity, humility, care and concern; DonCARES' foundational pillars.

Messages of intolerance, hatred, inappropriate language will not be tolerated, even from personal accounts. Photographs posted must be of good taste; not exhibiting illegal drug use, alcohol / substance abuse or provocative images.

As per our confidentiality policy program staff, mentors and other volunteers should not disclose the personal information of any program participant, including the mentee and their family. Program staff, mentors, and volunteers are prohibited from posting photos of the youth in the program from their personal social media

accounts. Any photos published *must* be posted by DonCARES and *with* written consent by the child's parent/guardian.

Mentors are prohibited from connecting with their mentee on any social media site.

Because of DonCARES' commitment to protecting the youth in the program, failure to abide by the social media policy will result in disciplinary action, including dismissal from the program.