



INTERNET & PUBLIC DISCOURSE POLICY (VOLUNTEERS)

PURPOSE

Make-A-Wish® Southern Florida encourages volunteers to be champions for our mission—to create life-changing wishes for children with critical illnesses—by responsibly sharing our story online. Digital platforms offer powerful opportunities for outreach, education, and advocacy. At the same time, online activity carries risks related to privacy, brand integrity, safety, and legal compliance. This policy establishes clear expectations so volunteers can engage confidently and appropriately in the current digital landscape.

This policy applies to all volunteers and covers activity on social media, blogs, forums, messaging apps, livestreams, podcasts, review sites, and emerging platforms.

GOALS

Be Mission Ambassadors. Volunteers represent the Make-A-Wish Southern Florida brand and mission. Engaging with, liking, sharing, commenting on, and amplifying content from our official channels helps extend our reach and impact.

Build Trust Through Authenticity. Thoughtful, transparent engagement where audiences already spend time strengthens credibility, community, and loyalty to our mission.

Support Understanding & Impact. Responsible digital engagement helps correct misconceptions, answer questions, and support high-quality program delivery.

CORE POLICIES

★ Responsibility & Accountability

Your online activity—posts, comments, shares, replies, reactions, direct messages (DMs), and livestream participation—reflects personal views unless published from an official Make-A-Wish Southern Florida account.

Volunteers are personally responsible for their activity across all platforms, including but not limited to Facebook, Instagram, LinkedIn, X (formerly Twitter), TikTok, YouTube, Threads, Pinterest, Reddit, blogs, and messaging apps.

★ Privacy, Safety & Consent (Non-Negotiable)

Do not share names, images, videos, locations, schedules, medical information, or personal details of wish children, wish families, volunteers, staff, donors, or partners without explicit, written permission from the Brand Advancement team at Make-A-Wish Southern Florida.

When posting about Make-A-Wish Southern Florida, share directly from our official accounts (e.g., @makeawishsfla) and do not alter captions, images, or context.

Entertainment or sports-related wishes: *Do not post before, during, or after a wish unless you have written approval. Content already published on official Make-A-Wish channels may be reshared as-is.*

★ Confidential & Proprietary Information

Volunteers may have access to sensitive or confidential information. Do not disclose internal documents, non-public plans, financials, donor information, personal data, or any confidential material. All digital activity must comply with Make-A-Wish Southern Florida confidentiality requirements.

★ Brand, Trademarks & Accounts

Volunteers may not create accounts, handles, pages, or groups that include “Make-A-Wish,” “Wish,” or any Make-A-Wish trademarks, or that could be confused with an official account.

Do not use Make-A-Wish logos, graphics, or branded templates in profile images or headers unless expressly authorized.

Volunteers are not permitted to list Make-A-Wish as an employer.

★ Direct Messages & One-to-One Contact

Do not initiate private online contact (DMs, follows, etc) with wish children or families. Accepting a request initiated by a wish family may be appropriate only if you feel comfortable and did not initiate the contact.

Do not provide medical, legal, or fundraising advice via DMs. *Refer inquiries to Make-A-Wish Southern Florida staff.*

★ Political Neutrality & Advocacy

To protect our nonprofit status and community trust, volunteers should not present Make-A-Wish Southern Florida as endorsing political candidates, parties, or ballot initiatives. Personal political views must not be connected to the organization.

★ AI-Generated Content

If using AI tools to draft posts about Make-A-Wish Southern Florida, ensure content is accurate, respectful, privacy-safe, and aligned with this policy.

Do not generate or share synthetic images, videos, or audio of wish children, families, or staff. **Do not insert the Make-A-Wish logo** or registered marks into any AI generation tool.

★ Crisis, Issues & Media Inquiries

If you encounter misinformation, negative commentary, or media inquiries related to **Make-A-Wish Southern Florida**, do not engage on behalf of the organization. Share the link or details with staff so it can be addressed through official channels.

GUIDELINES FOR POSITIVE ENGAGEMENT

Think Before You Post. Online content is public and permanent. Use good judgment, protect privacy, and be respectful of all audiences.

Be Transparent About Your Role. When relevant, identify yourself by name and volunteer role. Do not imply you speak on behalf of Make-A-Wish Southern Florida.

Use a Disclaimer When Appropriate. Example: *“Views expressed are my own and do not represent the positions or opinions of Make-A-Wish Southern Florida.”* A disclaimer does not remove accountability.

Share What You Know—Responsibly. Speak from your experience. Avoid gossip, speculation, or assumptions. Represent our values: Integrity, Accountability, Excellence, Diversity, Innovation, Teamwork, and Commitment.

Cite & Link. Credit sources and link to official Make-A-Wish Southern Florida content when sharing stories, videos, or updates. When appropriate, link to **www.wish.org/sfla**.

Be Respectful. Healthy disagreement is acceptable; harassment, insults, slurs, or profanity are not. **Accessibility Matters.** When possible, add alt text to images, captions to videos, and clear language to ensure content is inclusive.

COMPLIANCE & ENFORCEMENT

Violations of this policy may result in corrective action, including removal from volunteer activities. **Make-A-Wish Southern Florida** may update this policy as platforms and standards evolve.

For questions or guidance, contact Make-A-Wish Southern Florida staff before posting.