



Make-A-Wish® Southern Florida – Internet Public Discourse Policy

Goals, Policies and Guidelines for Social Networking - Volunteers

Make-A-Wish Southern Florida encourages volunteers to be champions on behalf of the organization by spreading the word about our mission – to create life-changing wishes for children with critical illnesses. The internet is a great resource to talk about our organization and our mission.

Social networking, blogging and other forms of online publishing are unprecedented opportunities for outreach, information-sharing and advocacy. However, it is important to understand that the use of social media can pose risks to Make-A-Wish's confidential information, reputation and brand, and can expose Make-A-Wish to potential legal risks.

Goals

1. As volunteers of Make-A-Wish Southern Florida, you are representatives of our brand and mission. Liking, sharing, commenting, retweeting, and replying to all Make-A-Wish Southern Florida posts is helpful in promoting our services. The more interaction, the better!
2. 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 the mission.
3. Social media is a way to provide better customer service, correct misconceptions, and support improved program implementation.

Policies

1. **Be Responsible.** Posts, shares, tweets, retweets, comments, and other forms of online dialogue (unless posted by an official Make-A-Wish Southern Florida account) are individual interactions, not corporate communications. Make-A-Wish Southern Florida volunteers are personally responsible for their posts on all social media including but not limited to: Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tik Tok and YouTube.
2. **Respect Privacy of Others.** Don't publish or cite personal details and photographs about Make-A-Wish Southern Florida wish children, wish families, employees, volunteers, or sponsors without their specific permission. In fact, any posts about Make-A-Wish Southern Florida should be shared from our own social media sites (@makeawishsfla). Make-A-Wish posts should be kept as written and not altered in any way when sharing within your social media channels.

Volunteers should refrain from sharing any details pertaining to an entertainment or sports-related wish before, during, or after the wish, unless and until receiving written permission from Make-A-Wish. Approved content related to an entertainment or sports-related wish that has been published on an official Make-A-Wish social media channel may be shared on personal sites.

3. **Don't Tell Secrets.** The nature of your role may provide you with access to confidential information regarding Make-A-Wish Southern Florida, our supporters, wish children and their families, staff and/or 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 other confidential material. Any and all use of social media must abide by our policies on confidentiality.

Guidelines

1. **Be Smart.** A community post is visible to the entire world, and is out there indefinitely for anyone to see. Remember that what you write will be public for a long time – use common sense and be respectful to our organization, staff, volunteers, wish children, wish families, sponsors and competitors, and protect your privacy.
2. **Identify Yourself.** Authenticity and transparency are driving factors of the social media space. List your name and when relevant, your role at Make-A-Wish Southern Florida when you post about topics related to our organization. Volunteers must not establish or create social media profiles that include the term “wish” or that reference or include any Make-A-Wish trademarks (i.e. Wish Granter Jane or Make-A-Wish Jane). This ensures that all users are abiding by the Terms of Service established by each social media platform. The Make-A-Wish logo and/or related graphics must not be utilized in profile pictures, except where specifically permitted by Make-A-Wish. Make-A-Wish volunteers are not permitted to list Make-A-Wish as their employer.
3. **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 Make-A-Wish Southern Florida. If your post has to do with your work or subjects associated with our organization, use a disclaimer such as this: “The posting on this site is my own and doesn't represent Make-A-Wish Southern Florida's positions, strategies or opinions.” This is a good practice but does not exempt you from being held accountable for what you write.
4. **Write What You Know.** You have a unique perspective on our organization based on your talents, skills and volunteer status. Share your knowledge, your passions and your personality in your posts by writing about what you know. If you are interesting and authentic, you'll attract readers who understand your specialty and interests. What you share and post represents not only you as a person but Make-A-Wish as well. You are ambassadors for our brand and our mission, represent it well. Don't spread gossip, hearsay or assumptions. Refer to our values when representing this organization: Teamwork, Integrity, Accountability, Excellence, Diversity, Innovation, and Commitment.
5. **Cite Sources & Provide Links.** Find out who else is social networking about the same topic and cite them with a link or make a post. Links are what determine someone's popularity on social media. It's also a way of connecting to the bigger conversation and reaching out to new audiences. Post links to our YouTube videos, Instagram pictures, tweets, Facebook posts, etc. Be sure to also link to www.wish.org/sfla

6. **Be Respectful.** It's okay to disagree with others but cutting down or insulting readers, employees, other volunteers or corporate sponsors is not. Respect your audience and don't use obscenities, personal insults, ethnic slurs or other disparaging language to express yourself.
7. **Initiating Contact.** Volunteers should not initiate any online "friendships" with wish children or their family, even if you worked directly on the wish. Accepting a request from a wish family that is made of you is appropriate provided you did not initiate the request and feel comfortable accepting.