



# SOCIAL MEDIA POLICY

*Policy approved by the Board of Directors on January 14th, 2023.*

The Cat Action Team (CAT) requires its board members, directors, and volunteers to observe high standards of business and personal ethics in the conduct of their digital presence on social media. CAT is committed to achieving the highest possible standards of service to the animals, CAT's board and volunteers, and the public. As representatives of CAT, we must practice professionalism and good judgement in regard to activity and engagement on social media platforms.

## **Internal Policy & Code of Conduct**

CAT operates and maintains multiple organizational accounts across multiple social media platforms including, but not limited to: Facebook, Instagram, and LinkedIn. These accounts are for the sole use of digital networking, promotions and fundraising, and sharing educational content, all of which are considered vital to the mission of and growth of CAT. The user(s) who have access to these accounts will maintain a high standard of digital content creation that is generated from these accounts including, but not limited to: text bodies, comments, images and videos, calendar events, blog posts, 'shared' content from other accounts, and direct messages.

Any content created or shared by CAT's accounts that does not support CAT's mission, that reveal private or confidential information, or reflect negatively on another individual, business, or organization will not be tolerated. Additionally, content created or shared by CAT's accounts that may include discriminatory remarks, harassing comments, or threats of violence or similar unlawful conduct will not be tolerated. The content in question will be immediately removed from the account, and the user(s) responsible for such content shall have their access to CAT's accounts immediately reduced or revoked and disciplinary action will be taken by the Board of Directors.

## **External Policy & Code of Conduct**

Volunteers are responsible for the content they create, share, or engage with on their personal social media platforms. As representatives of CAT, volunteers are expected to use good judgement and positively engage with other users in a manner that does not deliberately compromise or negatively reflect on the organization. A volunteer that demonstrates inappropriate or malicious behaviors through their personal social media accounts may be subject to investigation and/or dismissal from CAT by the Board of Directors. CAT strongly encourages volunteers to maintain a high standard of content creation and professionalism on all social media platforms.

Clients, business partners, and other organizations also support CAT's mission through their activity and interaction on social media with CAT's accounts. CAT does not own nor is responsible for content generated by these external parties. CAT strongly encourages these external parties to maintain a high standard of content creation and professionalism on all social media platforms.

## **Reporting Procedure**

CAT has an open-door policy and suggests that volunteers share their questions, concerns, suggestions, or complaints with the Board of Directors or the Social Media Coordinator.

### **Cat Action Team**

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