

# Volunteer Social Media Policy

## PURPOSE

To provide a safe environment for Camp One Step Campers, their families, and volunteers.  
To protect confidential/sensitive information.

## SCOPE

1. This policy applies to all the organization's volunteers.
2. This policy describes the organization's objectives and policies regarding social media.
3. This policy supersedes any other prior communication about social media, in regards to volunteers.

## SOCIAL MEDIA POLICY

Personal websites, web logs (blogs) and Internet networking sites (including, but not limited to, Facebook, Snapchat, Instagram, LinkedIn, Twitter, etc.) have become prevalent methods for self-expression in our culture. Children's Oncology Services respects the rights of individuals to use these mediums during their personal time. If you choose to engage in activity on a Website, Web log, or Internet networking site, including, but not limited to, what is listed above, you must adhere to the following guidelines:

- If you identify and/or connect yourself as a volunteer with Children's Oncology Services [COS] or Camp One Step on a Web site, Web log or Internet networking site, make clear to readers that the views expressed are yours alone, and do not necessarily reflect the views of the organization.
- Do not disclose any information that is confidential or proprietary to Children's Oncology Services.
- Do not identify or disclose any private information about campers, volunteers, employees, or donors.
- You may not post/share images, recordings, in either still, audio, or video format that contains any Camp One Step camper as a part of it, without the written expressed consent of COS (see alternative below).
- You may post/share images post/share images, recordings, in either still, audio, or video format, that does contain any Camp One Step Camper as a part of it, that COS has already shared on one of its' official social media sites, or main website, prior to your posting/sharing. This does not include photostreaming/sharing applications. \*PLEASE NOTE\* An image in Photostream and/or DropBox does not constitute the image as being shared by COS.
- You may post/share images post/share images, recordings, in either still, audio, or video format, that does not contain any Camp One Step Camper as a part of it (e.g. Staff, volunteers, scenery, etc..), and COS may not have already shared, for those which you have acquired permission to do so.
- Uphold the organization's value of respect for others, and remember that the Internet is a public place. Avoid making defamatory, disparaging, or embarrassing statements about Children's Oncology Services' campers, volunteers, or employees.
- Children's Oncology Services reserves the right to monitor use of its computers and Internet, including, but not limited to blogging and Internet networking activity. If blogging or Internet networking activity is seen as compromising COS or its operations, the organization may request a cessation of such activities. Further, if the author posts or writes narratives/comments that undermine the organization, or show it in a negative fashion, the author may be asked to no longer participate in Camp One Step activities/programs.

## RESPONSIBILITIES

### Social Media Manager

- Will monitor social media outlets on behalf of the organization to ensure that the organization, campers, volunteers, and employees are represented in a positive aspect, and within the aforementioned guidelines.
- Will be a resource for all questions related to Camp One Step Social Media.

### Chief Programs Officer

- Will partner with Social Media Manager to ensure that the Social Media guidelines are being adhered to by COS volunteers.
- Will be part of the sanction process, should the guidelines be not adhered to.

## INFRACTIONS

- The guidelines are in effect all year-round. This includes before, during, and after any program. Infractions can occur by a volunteer whom is not currently enrolled to volunteer in a program.
- Each individual posting/sharing may be treated as an individual incident in and of themselves.

## SANCTIONS

Should any portion of the Social Media Policy be violated, based on the severity of the infraction, the following recommended steps shall be taken:

1. 1st Infraction – volunteer will receive a verbal warning, and will be asked to remove/delete the post/share. The volunteer will be reminded (verbally of the Social Media Guidelines). The incident will be documented internally for future reference.
2. 2nd Infraction – volunteer will receive a written warning, and will be asked to remove/delete the post/share. The volunteer will be reminded of the Social Media Policy, and will receive a written copy of the Social Media Policy.
3. 3rd Infraction – Volunteer will be asked to remove/delete the post/share. In addition, the volunteer will then be placed on a probationary period of at least one calendar year from the date of issuance of probation. During this period, the volunteer will be ineligible to volunteer, or apply to volunteer for any Camp One Step Program or event. At the end of the probationary period, if there have not been any additional infractions of any kind, the Chief Programs Officer will review for reinstatement of volunteer eligibility.

**\*Please Note\*** Depending upon the severity of any infraction, at any stage, the process may be elevated by the Social Media Manager, in conjunction with the Chief Programs Officer. This may include escalation directly to the “3rd infraction guideline”, without any of the prior sanctions.

## RESOURCES

If volunteers have questions about the Social Media Policy, they may contact:

Content Marketing Director, Colleen McGrath at [CMcGrath@camponestep.org](mailto:CMcGrath@camponestep.org) or 630.650.6692