

## Social Media Guidelines and Expectations

Social media allows us a unique chance to share the magic of Camp Rainbow Gold every day. We can share stories and photos, triumphs and tribulations. We can reach new families and stay connected to old friends. However, each Camp Rainbow Gold employee, participant, volunteer or supporter can also impact the CRG brand by how they choose to use private social media and other online accounts. Below are guidelines we ask everyone to consider when using social media or interacting anywhere online where you may be considered a representative of Camp Rainbow Gold or show your affiliation.

**Think before you post.** Even though it can be deleted, the existence of a photo or a message – even for a split second – gives people plenty of time to take a screenshot and keep it living on and on.

**Protect private information and identities.** Consider not only your own information, but also protect your CRG family. If it is not information, names, details, quotes or stories CRG openly provides to the public via official social media pages, don't put it on your own personal pages.

**Campers are not content for personal social media.** Ever. CRG photo releases do not extend to volunteers. If you take any photos or videos of campers at CRG events or programs, they can only be posted on camp's account after we confirm a signed release. Photos or videos can be sent to [info@camprainbowgold.org](mailto:info@camprainbowgold.org) if you're willing to share them with us for future use. If you share one of our photos or videos, please include photo credit to Camp Rainbow Gold.

**Your views are your own.** If your personal social media account shows your connection to CRG, be sure that readers and viewers know your views are yours. Do not use Camp Rainbow Gold to promote unrelated events, products, causes or people without prior permission from CRG staff.

Do not use the Camp Rainbow Gold name, trademark or logo to endorse messages, views, images, organizations, products or services without written permission from CRG staff.

**Don't feed the trolls.** People love to complain about anything and everything on social media, but before you jump in somewhere to defend Camp (no matter how well intentioned) please bring the issue to the attention of a CRG staff member to address in an official capacity.

**Be respectful of others.** Don't post information that is false, misleading, defamatory, abusive, harassing, threatening, discriminatory, obscene or harmful to others.

**Remember, the Internet is eternal.** Social media is forever. Social media is saved, recorded, forwarded. It is safest to assume that everything you post is public. Even if your posts are private, they can be forwarded or shared beyond your connections.

**Share your heart!** These guidelines are meant to protect you, Camp Rainbow Gold and all our volunteers, donors, families and campers. Please do not feel discouraged from sharing your stories, your photos, your connections and the love you have for Camp Rainbow Gold.

Make sure you are following CRG on social media. Check out our blog. Engage with our posts and stories and share them with your family and friends. Contact us if you'd like to write a blog post or want to bring any news, partnerships or events to our attention.

[camprainbowgold.org/news/](http://camprainbowgold.org/news/)  
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[vimeo.com/camprainbowgold](https://vimeo.com/camprainbowgold)  
[linkedin.com/company/camp-rainbow-gold-inc/](https://linkedin.com/company/camp-rainbow-gold-inc/)

**Thank you for being a part of this  
incredible community and helping us  
to protect and support each other.**