

# SOCIAL MEDIA POLICY



**Rationale:** We recognize that online social networks (Facebook, Instagram, Snapchat, Twitter, YouTube, blogs, etc.) have become very popular communication tools. In general, personal use of social networking sites is typically for communications between peers, friends and family.

A Big's relationship with a Little is that of a mentor in addition to a friend. Please proceed thoughtfully when inviting or accepting an invitation from your Little to a social networking site. If you have any doubts, contact your Mentoring Specialist. If you choose to participate in a social network with your Little, you must adhere to the following guidelines regarding any posts related to your match or affiliation with BBBS:

## CHECK BEFORE STARTING

- Do not communicate with a Little on a social network that requires them be older than they are (for example, Facebook, Twitter, and Instagram require youth be 13+ years old)
- Do not participate in online communication with/about your Little unless you have discussed this with the parent/guardian and received their approval.
- Never post pictures of your Little online unless both they AND their parent/guardian have given consent.
- Make sure your account is set to private, so that only people you approve can view your content.
- Be aware of other content (including pictures) on your page/account that are not BBBS related or are inappropriate for minors.
- Know that as a BBBS volunteer you are a role model at all times. Please ensure all contents are appropriate and kid-friendly, in case your Little or his/her family read your social networking page/feed.

## CHECK BEFORE POSTING

- Never post the last name of your Little, his/her parent/guardian or BBBS staff.
- Never post any contact information for your Little.
- Never post any identifying information about your Little (i.e.: child's home address, school the child attends, where the parent works, etc).
- Never post anything that could be perceived as judgmental or offensive to your Little or his/her parent/guardian.
- Honor confidentiality guidelines within your match; be cautious when posting detailed information about conversations with your Little, their parent/guardian or with BBBS staff.
- Posting generalized information or status updates is typically appropriate, but lengthier postings or blogs containing in-depth information should be approved by the parent/guardian and BBBS staff beforehand.
- When in doubt about whether or not something is appropriate to post, consult with your Mentoring Specialist.