

## GDB Social Media Guidelines

First of all, thank you for all you do for GDB! We are so lucky to have such amazing volunteers and we greatly value the tremendous contribution you all make to our mission – we couldn't do what we do without our puppy raisers! Here are some great ways to stay updated on what's new at GDB:

- **Facebook:** <http://www.facebook.com/guidedogsfortheblindfans> and GDB Puppy Central: [www.facebook.com/gdbpuppycentral](http://www.facebook.com/gdbpuppycentral) (feel free to share posts)
- **Twitter:** GDB\_info
- **Instagram:** GDB\_official
- **YouTube:** [www.youtube.com/guidedogsaregreat](http://www.youtube.com/guidedogsaregreat)
- **LinkedIn:** [www.linkedin.com/company/guide-dogs-for-the-blind](http://www.linkedin.com/company/guide-dogs-for-the-blind)
- **Blog "No Bones About It":** <http://guidedogs.blogspot.com>
- **Flickr images:**
  - **Group Photo Pool (uploading images)** - [www.flickr.com/groups/guidedogsfortheblind](http://www.flickr.com/groups/guidedogsfortheblind)
  - **Public GDB Galleries (accessing GDB photos)** - [www.flickr.com/photos/guidedogsfortheblind](http://www.flickr.com/photos/guidedogsfortheblind)

Thank you also for helping getting the word out via your puppy club FB pages and web sites. There are some amazing photos and posts out there! There have also been some important changes, so to ensure we have a shared view of how to use social media to build a consistent and compelling GDB brand, the CFRs and GDB marketing team put together the guidelines below. Please take a look and let your CFR or Sierra Fish ([sfish@guidedogs.com](mailto:sfish@guidedogs.com)) know if you have any questions or concerns.

### Help us build our brand

Primary branding for your club's social media page should be your puppy club name and logo NOT GDB's logo. It is great if you can reference that you are raising puppies for Guide Dogs for the Blind and link to our Facebook page and/or website. And, we love to see pics of pups in their jackets that show our name/logo. *If you see misrepresentations made about Guide Dogs for the Blind in the media, please share your concerns with the GDB Marketing team by contacting Sierra Fish ([sfish@guidedogs.com](mailto:sfish@guidedogs.com)).*

### Posting photos/video

Everyone loves to see puppies! Please make sure photos/video depict your puppy being handled in an appropriate manner (e.g. – don't show a puppy being held upside-down or in potentially harmful situation). *Please consult with your leader prior to posting videos with your guide dog puppy on social media.*

### Obey copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should always attribute content you share to the original author/source. It is good general practice to link to others' work rather than to reproduce it.

### Respect your audience and Guide Dogs for the Blind

The public in general, and Guide Dogs for the Blind volunteers and employees, reflect a diverse set of customs, values and points of view. Please don't say anything contradictory or in conflict with Guide Dogs for the Blind website, policies or publications. Don't be afraid to be yourself, but do so respectfully and think about potential consequences. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.), but also the proper consideration of privacy and topics that may be considered objectionable or inflammatory - such as politics and religion.

### Handling controversial issues

We would appreciate it if you can avoid arguments (brawls may earn traffic, but nobody wins in the end – don't try to settle scores or encourage others into inflammatory debates) and make sure what you are saying is factually correct. Please use your best judgment and be sure to make it clear that the views and opinions expressed are

yours alone and do not represent the official views of Guide Dogs for the Blind. *Please refrain from sharing medical advice regarding puppies or dogs; let's leave that to the professionals.*

#### **Protect Guide Dogs for the Blind graduates, employees and other volunteers**

Graduates, employees, volunteers and someone else's puppy/dog should not be cited or obviously referenced without their approval. Never identify a graduate, employee, or volunteer by name without permission. Also please be sensitive about posting images or using names of dogs that might have been recently career changed, switched out of class, or have just retired (it's important for GDB staff to be able to communicate directly with the appropriate parties prior to such information being released in a public forum).

#### **Protect your own privacy**

Privacy settings that might allow others to post information or see information that is personal should be set to limit access. Please be mindful of posting information that you would not want the public to see.

#### **Be Honest**

Please do not blog anonymously, using pseudonyms or false screen names. Try not to say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details. To stay up to date with facts about GDB, see the attached Fact Sheet.

#### **Be the first to respond to your own mistakes**

If you make an error, please be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action. Also, it is never a bad idea to have a friend proofread your page to catch errors that spell check won't catch.

#### **One final note**

Social media is a great way to share information about GDB, but it should be done in a way that reflects the guidelines above. It's wonderful that everyone (puppy raisers, graduates, breeder custodians, volunteers, etc.) is connecting so much over social media, because it ultimately creates a stronger network and community around our mission. GDB puts a lot of time and expertise into matching the right dogs with the right people, so it's good to remember that when you think your puppy/dog might be a good match for someone – please refrain from any “matchmaking” and leave those decisions to the staff at GDB. Please contact Sierra Fish for any questions or concerns: [sfish@guidedogs.com](mailto:sfish@guidedogs.com)

*Policy violations will be evaluated and potentially subject to disciplinary action.*

**Thank you again for all you do for GDB and have FUN! 😊**