



## POLICY

| Title of Policy         | Social Media       |
|-------------------------|--------------------|
| Policy Number           | 1.5                |
| Category                | General            |
| Approval Body           | Board of Directors |
| Approval/Effective Date | December 2024      |
| Proposed Date of Review | December 2029      |

### CONTEXT AND PURPOSE

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Social media is essential to communicating Meant 2B Loved Pet Rescue Society's stories, needs, and general information with the public, businesses, media, and other stakeholders. It plays a vital role in building trust and relationships while promoting our mission and values. To maintain credibility and a positive reputation, our social media postings must have consistent messaging, tone, and content while avoiding controversy, misinformation, or other issues that may harm the organization's image. This policy establishes principles and expectations for professional conduct and ethical behavior online.

#### SCOPE

These guidelines and procedures apply to all volunteers, employees, and board members of Meant 2B Loved Pet Rescue Society (M2BL). Personal social media use may impact the organization if it creates associations with M2BL. All representatives must act in alignment with this policy.

## **DEFINITIONS**

**Content:** The written material, images, videos, and graphics shared on social media channels.

**Meme:** An image, video, or text—often humorous—that is rapidly shared online, sometimes with slight variations.

**Social Media:** Platforms such as Instagram, Facebook, TikTok, YouTube, and any other online communication tools used by M2BL.

**Voice:** The tone and style in which M2BL communicates. Our voice should be friendly, relaxed, and professional while adhering to consistent branding and visual identity.

**Ethical Behavior Online:** Conduct that reflects positively on M2BL by demonstrating professionalism, honesty, and respect.

## **POLICY STATEMENTS**

### **1. Voice**

1.1 Our voice is personable, yet professional. We are never rude, combative, or dismissive, even when addressing negative comments or feedback. Avoid using overly cute terms or puns unless they contribute meaningfully to the message.

1.2 Board members, volunteers, and employees should refrain from speaking poorly of individuals or organizations on any platform. Personal accounts should include disclaimers for opinions unrelated to M2BL, e.g., “The views expressed are my own and do not reflect those of Meant 2B Loved Pet Rescue Society.”

### **2. Content**

2.1 Posts must always be accurate, verifiable, and aligned with M2BL’s mission. Validate information using trusted sources before sharing.

2.2 Use tools like Meta Business Suite or Hootsuite to monitor post engagement and schedule content during peak activity periods.

2.3 Content should pertain to M2BL’s mission, events, pet stories, etc. Include the M2BL website URL for posts about adoption specials, donation needs, or volunteer opportunities.

2.4 The individual who creates a post is responsible for monitoring and responding to comments and questions within 48 hours of posting.

2.5 Boosting posts for specific reasons requires board approval unless the cost is personally covered by the volunteer/employee. Use the designated request process to seek approval.

### **3. Negative Comments**

3.1 Address negative comments constructively to show the organization’s responsiveness and transparency. Avoid becoming defensive. Deleting or hiding comments is discouraged unless they violate M2BL’s Community Guidelines (see Appendix A). Use escalation protocols for unresolved issues.

#### **4. Instagram**

4.1 Treat Instagram as a unique platform with a visual-first approach. Keep posts concise and engaging, and tag relevant accounts when applicable. Highlight stories, reels, and high-quality images.

#### **5. Video**

5.1 Videos generate strong engagement. Share at least two videos per week, focusing on animals, events, and volunteer activities.

5.2 Utilize TikTok and YouTube to showcase pets, events, and the joy of volunteering. Develop a strategy to increase presence and monitor metrics for growth.

#### **6. Donor Recognition**

6.1 Online acknowledgments are essential for fostering donor loyalty. Recognize significant or noteworthy donations (e.g., large contributions, fundraising efforts, or child donors) promptly and creatively in alignment with donor recognition guidelines (see Appendix A).

#### **7. Account Creation**

7.1 No accounts may be created in M2BL's name without prior board approval. Approved accounts must have their login details recorded in the Google Shared Drive's secure login sheet.

#### **8. Accessibility**

8.1 Ensure content is accessible by using alt text for images and captions for videos. This increases inclusivity and broadens the audience.

### **RELATED POLICIES AND SUPPORTING DOCUMENTS**

- Social Media Standards & Guidelines
- Social Media Community Standards

# APPENDIX A

## Sample Responses to Negative Comments

If a message on social media is using offensive language, defaming anyone, threatening, name calling, etc., hide the comment without responding. If the individual continues to post inappropriate content, that person can be blocked from our social media page.

If a post is on our page disparaging another rescue or other organization or business, do not engage with the comments except if it is appropriate to defend the individual/organization being disparaged. If the comment contains inappropriate language, threats, bullying, hide the comment and watch to see if the individual needs to be blocked.

For more appropriate frustrations or complaints, some tips to keep in mind are:

1. Respond in a timely manner – as soon as possible after becoming aware of the comment.

2. Use the individual’s name when responding. Typically, in a social media comment, the individual’s name appears with their comment.

2. Say Thank You. Some examples:

“Thank you for your review. I’m sorry to hear you had a frustrating experience, but I really appreciate you bringing this issue to our attention.”

“Thank you for bringing this to our attention. We’re sorry you had a bad experience. We’ll strive to do better.”

“Thank you for letting us know about this. Your feedback helps us do better. We are looking into this issue and hope to resolve it promptly and accurately.”

“Thank you for letting us know you have not heard back on your application yet. We apologize for the delay. Our busy volunteers will review it as soon as possible and get back to you via the email you provided there.”

3. Apologize and sympathize

“We apologize that our service did not satisfy your expectations.”

“We’re so sorry that your experience did not match your expectations. This is on us.”

“We set a high standard for ourselves, and we’re so sorry to hear this was not met in your interaction with our business.”

#### 4. Take responsibility

“I’m so sorry. We strive to provide excellent customer service, even within the constraints of a volunteer run rescue, and we regret that we missed the mark.”

“We always aim to deliver a great experience, and we are gutted when we don’t meet expectations. Thanks for taking the time to bring this to our attention. We will use the feedback to make us better and to ensure this doesn’t happen again.”

“Thank you for posting a review and we’re sorry to hear that your experience was not up to standards. We would like the opportunity to talk and investigate your feedback further.”

#### 5. Make things right

I apologize on behalf of everyone at Meant 2B Loved Pet Rescue. Please know that we always strive to treat our (potential fosters, potential volunteers, potential adopters) as well as we treat the pets in our care. Unfortunately, we can’t fix the past, but you have our commitment to improve the way our volunteers serve every interested (foster, volunteer, adopter). Until then, please accept my sincerest apologies on behalf of everyone on the team.

#### 6. Take the issue offline

We would like the opportunity to investigate your feedback further. Please could you contact us at [hello@meant2blovedpetrescue.com](mailto:hello@meant2blovedpetrescue.com)? We’ll work with you to resolve any issues as quickly as possible.”

“We are sorry that your experience with Meant 2B Loved didn’t quite match your expectations. We would love to know why, so that we can deliver a better experience next time. You may reach us anytime at [hello@meant2blovedpetrescue.com](mailto:hello@meant2blovedpetrescue.com). Again, thank you for your feedback!”

#### 7. Ask for a second chance

Thank you for bringing this matter to our attention. I’m very sorry we failed to meet your expectations. We would appreciate your understanding that we are an understaffed volunteer-operated rescue and hope you will give us another chance to find the right animal for you, to review your application, etc.

If unsure how to respond to a comment or complaint on social media, contact the Recording Secretary.

## **Community Guidelines:**

Meant 2B Loved Pet Rescue’s Social Media is a space to share our love of animals in our care, to help them find forever homes, and to keep our followers informed. It’s a happy space which may be visited by children. We will not tolerate any vulgar language on our social media pages. If you wish to state your opinion, do so with the use of appropriate language or you risk being banned from our page.

The following types of posts or comments are subject to removing from the page:

- Any use of profanity
- Personal attacks on volunteers, board members, or the organization
- Excessive and explicit criticism of M2BL or other organizations
- Excessive negativity, and incitement and/or approval of violent or illegal activities
- Unlawful or objectionable content, including harassing, defamatory, abusive, threatening, harmful, graphic, obscene, profane, sexually oriented, racially offensive or otherwise objectionable material

**M2BL reserves the right to delete comments at any time, or take action against any account, for any reason, including permanent bans from our account. We reserve the right to modify or expand the above guidelines as necessary.**

## **Community Standards for Social Media**

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### **PURPOSE**

Meant 2B Loved Pet Rescue Society (M2BL) strives to create a welcoming, respectful, and supportive online environment. These Community Standards ensure that everyone engaging with our social media platforms—whether through posts, comments, or direct messages—upholds our values of compassion, respect, and collaboration. By participating on our social media channels, users agree to follow these guidelines.

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## WHAT IS ENCOURAGED

We welcome content that aligns with our mission and promotes positive engagement, including:

1. **Sharing Stories:** Heartwarming experiences about pet adoptions, fostering, and volunteer work.
  2. **Respectful Communication:** Kind, constructive, and respectful comments or messages.
  3. **Celebrating Achievements:** Recognition of M2BL milestones, awards, and community contributions.
  4. **Inquiries and Support:** Questions about our programs, volunteering, or adopting pets, and offers of help.
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## WHAT IS NOT ACCEPTABLE

To maintain a safe and supportive space, the following actions and content are prohibited:

### Public Posts and Comments

1. **Hate Speech or Discrimination:** Content that promotes hatred, discrimination, or intolerance based on race, ethnicity, religion, gender, sexual orientation, or any other characteristic.
2. **Harassment or Bullying:** Insults, threats, or personal attacks directed at M2BL staff, volunteers, or community members.
3. **Spam or Promotions:** Unsolicited advertisements, repetitive posts, or irrelevant promotions.
4. **False Information:** Spreading misinformation, rumors, or unverified claims about M2BL, its animals, or individuals.
5. **Graphic or Inappropriate Content:** Posting violent, explicit, or otherwise offensive images or language.
6. **Off-Topic Discussions:** Comments unrelated to the post or M2BL's mission.

## Direct Messages (DMs)

1. **Aggressive or Abusive Language:** Messages that are rude, threatening, or intended to intimidate.
  2. **Excessive Messaging:** Flooding inboxes with repetitive questions or complaints.
  3. **Unsolicited Personal Opinions:** Offering unsolicited advice on sensitive topics, such as euthanasia or care decisions, without knowledge of the full context.
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## CONSEQUENCES FOR VIOLATIONS

M2BL reserves the right to enforce these standards to ensure a safe and positive online space. Consequences may include:

1. **Comment Moderation:** Hiding or deleting comments that violate the guidelines.
  2. **Warning or Education:** Providing a warning or sharing these Community Standards with individuals whose behavior falls short of expectations.
  3. **Temporary or Permanent Ban:** Restricting or banning users from our platforms for repeated or severe violations.
  4. **Escalation:** Reporting illegal or threatening behavior to platform authorities or law enforcement if necessary.
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## HOW TO REPORT INAPPROPRIATE CONTENT

If you encounter behavior or content that violates these standards, please notify us by:

1. **Direct Message:** Send us a private message detailing the issue.
2. **Email:** Contact us at [hello@meant2blovedpetrescue.com](mailto:hello@meant2blovedpetrescue.com) with screenshots or a description of the incident.

We will review reports promptly and take appropriate action.

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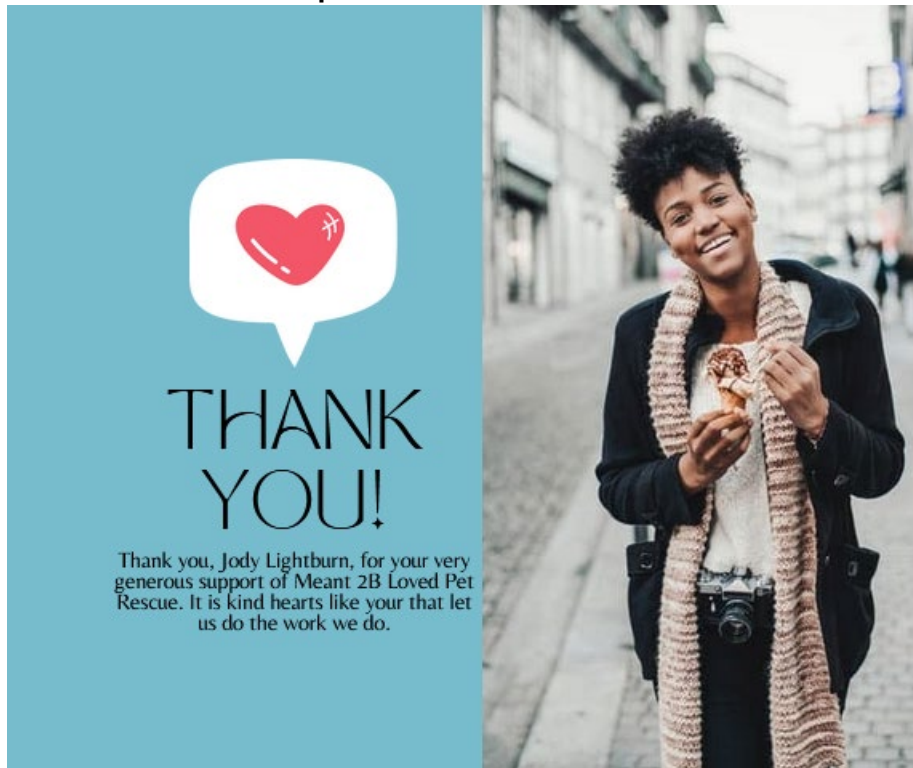
## FINAL NOTE

These standards are designed to protect the integrity of M2BL's online community while fostering respectful and meaningful interactions. Let's work together to create a compassionate digital space for animals, adopters, fosters, volunteers, and supporters



**3. Donor Recognition Samples:** These are suggestions only, please use your own creativity.

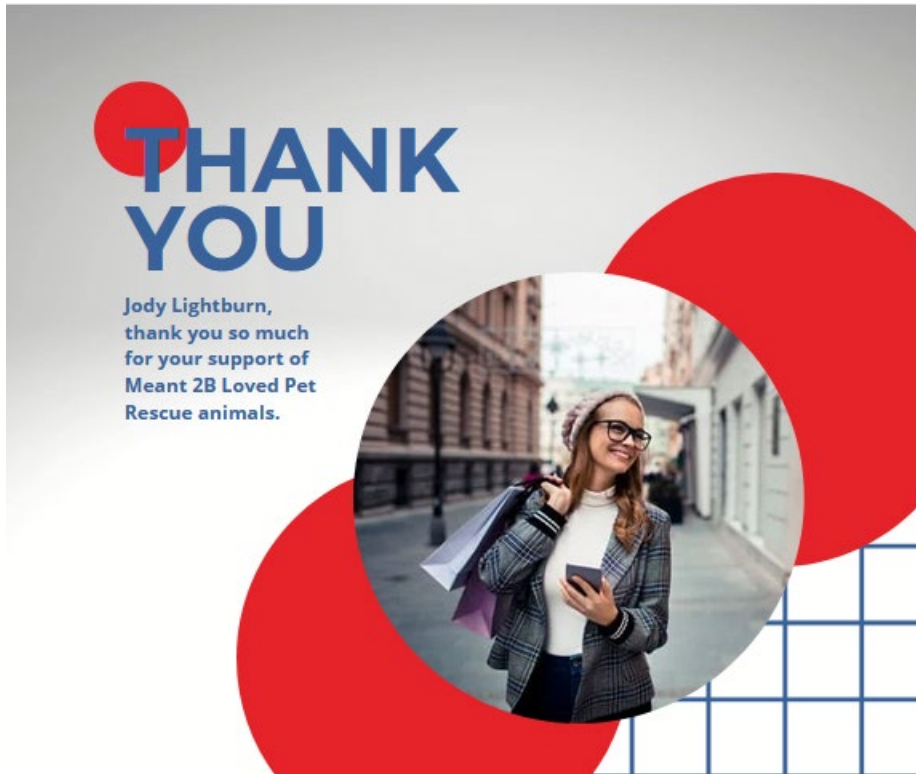
**Facebook – with donor photo**



**Facebook without photo: Size altered to fit on page**



Instagram with photo:



Instagram without photo:



*Details of donor in body of post.*

## Meant 2B Loved Pet Rescue Society's Brand Colours:



**Blue: #39629b**



**Red: #e52229**



**Black: #3a3a3a**



**White: #ffffff**

The use of brand colours in your posts helps to create brand awareness so when posts are viewed, people recognize immediately – that's a M2BL post.