

Camp Encore/Coda Social Media Policy

At Camp Encore/Coda, we understand that the internet and social media platforms are constantly changing, but there are certain principles that remain constant. While it is your right to use social media (Twitter, Facebook, TikTok, Snapchat, Instagram etc.), everything you post and share can be viewed by others and is a reflection of Encore/Coda. To ensure that camp remains an emotionally safe and supportive environment for all staff, members, volunteers and participants—and specifically to create an environment where sexual abuse and bullying are not tolerated—the following policies are in place. Failure to comply with the policies listed below may result in disciplinary action, including termination of employment and/or legal recourse.

CONTENT

Everything is Public

Staff should keep in mind that whatever is published on their social media sites is public, regardless of privacy settings. The opportunity for followers to take screenshots makes even private accounts—or deleted posts—susceptible to being shared publicly. Guardians and members will often search online for staff profiles, so be mindful of how your online presence may be perceived.

All content included on a staff's social media profile has the potential to reflect on Camp Encore/Coda. Please take into consideration the following examples of inappropriate social media content:

Inappropriate Content

Examples of inappropriate content include (but are not limited to):

- Photos/content that could be considered violent or threatening.
- References to/photos of illegal use of alcohol, illegal drugs/illicit substances.
- Photos/content that is sexually suggestive or revealing, or could be considered objectionable.
- Photos/content that may be considered insulting, offensive, defamatory to individuals/organizations.
- Participant/staff/guests' confidential or private information.
- Comments or communications that could be considered to be bullying or demeaning of any individual or group.
- Any other content that is inconsistent with Camp Encore/Coda's policies, code of conduct, or mission statement.

Factual Content

Information can spread quickly online, and can easily be misinterpreted or taken out of context. Any posts that reference Camp Encore/Coda or include a link to our website, should reflect camp in a positive light and include only accurate, public information. Obtain prior written approval before citing/referencing staff, participants, partners or suppliers. Do not use social media to expose the organization's internal policies, programs, strategies, financials, products, etc. Staff must specify, when necessary, that any content they post is their own view/belief, and not the stance of the Camp Encore/Coda.

PREVENTING CHILD SEXUAL ABUSE

Public Communication Only

We know from several investigations into real-world child sexual abuse that predators will often use social media to gain access to or groom children prior to abuse. That's why connecting with children on any of your social media platforms is strictly prohibited. This prohibition includes private messaging, the sharing of social media accounts, the exchange of cell phone numbers, e-mail addresses, as well as physical mailing addresses. "Good intentions" and "harmless gestures" do not excuse private communication with underage children, as such actions can be misinterpreted.

Existing Social Media Followers

If you already have an outside connection with a child within the organization, or a child tries to initiate an outside connection, report this to your supervisor immediately and discuss appropriate next steps. Any staff member who is hired must make sure to unfollow any current campers or get approval from the camper's parent to remain social media friends.

Photo Use

Staff are encouraged to take photos around camp to submit to our yearbook. Staff members have also taken videos at camper concerts for teaching or celebratory purposes. This media is not allowed to be posted on personal social accounts, or shared with anyone outside of the camp. It is best practice to delete these photos after they have been shared to the yearbook or with the camper. Parents have signed waivers so that the Camp can post pictures of their children on social media, so all pictures must go through camp's account ONLY.

If I have any further questions or need clarification on anything in this policy I will review with my supervisor before posting any content that I am unsure about. I have read and understand the above guidelines and I agree to their terms.

Staff signature _____

Date _____