



LEADER DOGS FOR THE BLIND®

Social Media Guidelines for Volunteers

Updated November 2022

Social Media Channels

- **Facebook** - <https://www.facebook.com/leaderdogsfortheblind>
- **LinkedIn** - <https://www.linkedin.com/company/leader-dogs-for-the-blind/>
- **Instagram** - https://www.instagram.com/leader_dog/
- **Twitter** - https://twitter.com/Leader_Dog
- **YouTube** - <https://www.youtube.com/user/leaderdogvideos>

Social media is a great way to shine a light on all things happening at Leader Dogs for the Blind (LDB).

This document outlines best practices and guidelines for social media accounts related to your role as a volunteer for Leader Dogs for the Blind.

Social Media Profiles

Profile

- In your bio on your social media profiles, it's helpful to disclose you are a volunteer at LDB.
- Engage and interact and be a part of the LDB community online! We love when you like and share our posts.

Profile Photos

- We kindly ask that you do not use LDB logo as your profile picture. Doing so can confuse or potentially mislead that your profile is that of Leader Dogs for the Blind.

Photo and Video Guidelines – General

- Leader Dog clients, employees, volunteers or visitors to campus and Leader Dog puppies and dogs, should not be photographed, cited or referenced without the person's approval. Please do not post pictures of clients until class is completed.
- Make sure photos and videos show dogs being handled in an appropriate manner.
- Consider what you are posting, avoid images of surgery, medical conditions, dog poop or vomit are a few examples.
- Do not use social media to communicate the status of dogs in training until you receive word through official Leader Dog channels.

- As a valued team member, you may be privy to confidential information. Please do not post anything that is confidential. When in doubt, share what is already posted by Leader Dog.

Photo and Video Guidelines – Puppy Raising

- Be mindful of photos or comments being posted in any format of what your puppy is doing. Once the dog graduates, it could be seen by the client.
- Our Puppy Raiser/Breeding Host moderated Facebook page is a place to connect with other puppy raisers and discuss your puppy raiser journey. Further Facebook suggestions can be found on the Puppy Raisers/Breeding Hosts Facebook page [here](#).
- Social media channels are not the place for training, medical or behavioral issues to be shared and discussed. Seek support from your Puppy Coordinator, Puppy Counselor or Veterinary team as needed.
- Code of conduct behaviors will be expected to be followed in communications on social media.

Photo and Video Guidelines – Breeding Host

- Code of conduct behaviors will be expected to be followed in communications on social media.
- The Puppy Raiser/Breeding Host moderated Facebook page is a place to connect with other host families and to share your journey. Further Facebook suggestions/guidelines are pinned to the top of the Facebook group page.
- Social media channels are not the place for medical, behavioral, or training issues to be shared and discussed. Seek support from the Breeding Team or Veterinary team as needed.
- Do not live stream a whelp (birth). You may post photos or videos afterward.

Photo and Video Guidelines – Commercial Photography and Media

- The sale, rental, or commercial use of LDB-related photography is prohibited.
- Do not provide images to media without explicit permission for LDB's Marketing Department.
- We would greatly appreciate it if you notify LDB Marketing Department if you have been contacted to be part of a media opportunity so we can support you (talking points, logos, imagery etc.).

General

Copyright laws

- It is critical to respect the laws governing copyright and fair use or fair dealing of copyrighted material owned by others.
- Always attribute to the original author if it is not your content.

Accessibility

- Make sure to always use alt text when posting an image. The Disability Inclusion organization has a great guide you can reference [here](#).
- For videos, add a video description into the text.
- Hashtags should be in comments when possible and each word should be capitalized. Example:
#LeaderDogsForTheBlind

Posting Etiquette

- Avoid online arguments related to Leader Dogs for the Blind.

- Ensure what you are posting is factually correct. Make it clear that the views and opinions expressed are yours alone and do not represent Leader Dogs for the Blind.
- Refrain from sharing medical and/or training advice regarding Leader Dog puppies or dogs.
- Never identify a client, employee, or volunteer by name without permission.

Appropriate Hashtags (#)

- #LeaderDogsForTheBlind #LeaderDog #GuideDog #PuppyRaising #BreedingHost
#CareerChangedLeaderDog

Not Appropriate Hashtags (#)

- #LeaderDogDropOut #FailedGuideDog #FailedLeaderDog

Protect Your Privacy

- Be mindful of posting information that you would not want the public to see.
- Change privacy settings to “private” or “limited access” to avoid allowing others to post information or view personal information.
- Do not post when your volunteer shift is (ex. I volunteer every Tuesday from 8:00-10:00 a.m. at Leader Dog).

Contact Information

Contact – Marketing Department, marketing@leaderdog.org

- LDB Social Media policy questions
- Interesting story idea for social media or podcast!

These guidelines are not exhaustive. Policy violations will be evaluated and potentially subject to disciplinary action.