



Social Media Policy

This policy is designed to protect individuals and Pima Animal Care Center, to ensure that references to PACC are factually correct and do not breach confidentiality requirements, and to ensure that all PACC volunteers and staff are treated with respect. Failure to follow this policy will result in disciplinary action, up to and including, dismissal from employment or the volunteer corps.

- “Social media” is defined as websites and applications that enable users to create and share content or to participate in social networking, *including, but not limited to*: Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snap Chat and Yik Yak. The Pima County Communications Office is responsible for determining whether a website or application qualifies as social media.
- All PACC staff and volunteers must adhere to the procedures and guidelines of [County \(Administrative Procedure 3-31\)](#).
- Unless given authorized by the Director of Community Engagement, PACC staff and volunteers may speak for or collect images on behalf of PACC or to represent that they do in any setting including social media sites.
- PACC staff and volunteers **may not** share information that **has not** been publicly released through the official PACC Facebook page, Pima County Website, Volgistics or Foster and Rescue emails. Once information has been shared officially, staff and volunteers are encouraged to share that information.
- A respectful tone is important when referring to past or current PACC staff, volunteers, customers and partners. Derogatory or threatening speech, name calling, etc. will not be tolerated.
- Any communication between employees and/or volunteers that would be considered inappropriate in a workplace (i.e., sexual harassment, intimidation, bullying, etc.) is also prohibited for online communication.
- Social networking contact with youth volunteers is strictly forbidden.
- During a crisis situation, updates will be provided through Pima County’s official communication channels, including PACC official social media. Sharing is encouraged after official announcement is made on Pima County or PACC official FB page.
- PACC reserves the right to remove inappropriate postings on its official social media platforms in conformance with County (AP 3-31).
- PACC does not monitor non-county social media sites. When content in these sites would otherwise violate the standards on County social media and this content is brought to the attention of PACC leadership, we reserve the right to take appropriate follow-up action up to and including the termination of volunteer or employment status.
- Questions regarding social media may be directed to the PACC Director for Community Engagement, Justin Gallick.

Fundraising and social media

We greatly appreciate when you share PACC's online requests for donations with your friends and family on your personal social networking sites. We ask that you please ask your social media contacts to make gifts directly to PACC or Friends of PACC.

Before launching your campaign, we ask that you please do the following:

- Send a one-paragraph description of your fundraising idea to our Development Office at karen.hollish@pima.gov. This will allow PACC staff to be able to answer any questions from the public that might arise as a result of your fundraiser.
- Include a note at the top of your fundraising page to this effect: "This is a private fundraiser being organized by X, who is a volunteer/staff at Pima Animal Care Center. This is not an official fundraiser for Pima Animal Care Center."
- Present PACC in the best possible light and refrain from using language such as "death row" or "pound" or "kill." While we know this language can be an effective fundraising tool for fundraisers that are specific to a particular pet, we feel it also serves to drive away investment in the shelter and makes potential adopters fearful of visiting our campus.

By signing below, I indicate that I understand and accept the Pima Animal Care Center social media policy, including proper process in regard to fundraising and social media:

Signature: _____

Date: _____