

## **Social Media Ambassador Guidelines**

Hapa Resources Social Media Ambassadors help with promoting our programs and mission. Currently this volunteer opportunity is only available to volunteers who are active on various social media platforms.

In this volunteer role, volunteers help to raise our profile on our social channels. Because this is a public role and to ensure a safe, welcoming, and positive social media experience, we require that all Social Media Ambassadors follow these guidelines.

Please review our guidelines before completing the Social Media Ambassador application form. Once you sign up, we will send you approved social media posts that you can post. However, we will rely on you for the best advice on getting the best results.

Adherence to the guidelines is mandatory for all Social Media Ambassadors and violations will result in immediate cancellation of the placement.

### **Messaging and Imagery**

- All Hapa Resources social media posts will be based on approved messaging and images sent to the ambassadors by Hapa Resources.
- Volunteers should avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.
- If you are uncertain or concerned about any post you are about to make, do not post it. Speak to us first.
- If you volunteer with any of Hapa Resource's programs, please note that you may not take and use photos of your volunteer experience for personal work. Hapa Resources will always provide you with content that will be used for any online engagements.

### **Language**

- You are personally responsible for what you communicate on social media – as part of your role or on personal sites. Remember that what you put on social media will be available to be read by anyone including colleagues, volunteers, future employers, and people you do not know for a long time. Keep this in mind when you post content. If in doubt, do not post it.
- Please proofread all posts for typos and formatting before posting.

### **Social Media Expectations**

- Any social media accounts of all Hapa Resources Social Media Ambassadors must be free of any derogatory or offensive language or content. This includes historical posts.
- Hapa Resources always posts in a positive, inclusive way, and asks that your participation mirror this philosophy.