

Public Disclosure Policy

Policies and Guidelines for Social Networking

Madre Y Nino encourages our volunteers to be champions on behalf of the organization by spreading the word about our mission dedicated to addressing the health care disparities in Guatemala.

Social networking, blogging, and other forms of online publishing are unprecedented opportunities of outreach, information-sharing, and advocacy. Social media is a great way to talk about the milestones our teams accomplish!

Goals

- As a Madre Y Nino volunteer, you are representatives of our brand and mission. Liking, sharing, commenting, retweeting, and replying to Madre Y Nino's posts is helpful in promoting our services. The more interaction the better!
- Being present in an open, giving, and transparent way in spaces where your followers are already spending their time will lead to a stronger loyalty to our mission.
- Social media is a way to provide better customer service, correct misconceptions, and support improved program implementation.

Policies

- **Be Responsible:** Posts, shares, tweets, retweets, comments, and other forms of online dialogue and communication (unless posted by an official Madre Y Nino account) are individual interactions, not corporate communications. Madre Y Nino volunteers are personally responsible for their posts on all social media including, but not limited to Facebook, Twitter, LinkedIn, Instagram, Pinterest, Flickr, YouTube.
- **Respect Privacy of Others:** Do **NOT** publish or cite personal details and photographs about Madre Y Nino, Guatemala children, families, employees, volunteers, or sponsors without their specific permission. In fact, any posts about Madre Y Nino should be shared or retweeted from our own social media sites (@refugeinternational).
- **Do NOT Tell Secrets:** The nature of your role may provide you with access to confidential information regarding Madre Y Nino, patients, family members and other volunteers. Respect and maintain the confidentiality that is entrusted to you. Don't divulge or discuss proprietary information, internal documents, or personal details about other people or confidential material. Any and all use of social media must abide by our policies on confidentiality.

Guidelines

- **Be Smart:** A blog or community post is visible to the entire world, and is out there indefinitely for anyone to see. Use common sense and be respectful to Madre Y Nino staff, volunteers, patients, sponsors, competitors, and protect your privacy.
- **Identify Yourself:** Authenticity and transparency are driving factors of the social media space. List your name and, when relevant, your role with Madre Y Nino when you post about topics related to our organization.
- **Include a Disclaimer:** If you post to an online forum in an unofficial capacity, make it clear that you are speaking for yourself and not on behalf of Madre Y Nino. If your post has to do with your work or subjects associated with our organization, use a disclaimer such as: *“The postings on this site are my own and don’t represent Madre Y Nino’s positions, strategies or opinions.”* This is a good practice but does not exempt you from being held accountable for what you write.
- **Write What You Know:** You have a unique perspective on our organization based on your talents, skills, and volunteer status. Share your knowledge, your passion, and your personality in your posts by writing about what you know. If you are interesting and authentic you will attract readers who understand your specialty and interests. What you share and post represents not only you as a person but Madre Y Nino as well. You are ambassadors for our brand and our mission: please represent it well. Don’t spread gossip, hearsay or assumptions. Refer to our values when representing this organization: **Integrity, Accountability, Teamwork, Excellence** , and **Commitment**.
- **Be Respectful:** Respect your audience and don’t use obscenities, personal insults, ethnic slurs or other disparaging language to express yourself.