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INTRODUCTION

Animal Save Movement (ASM) believes that social media is an integral part of the organization's development, and is also important to the personal lives of its members. This social media policy is designed to provide guidelines on the use of social media and to ensure that communications are respectful and love-based throughout the organization. This policy must be complied with by all team members at all times.

1. SCOPE OF THE ASM SOCIAL MEDIA POLICY

This policy establishes the principles expected of all users when using any social media platform associated with Animal Save Movement and its branches including, but not limited to, all forms of online publishing and discussion such as blogs, wikis, file-sharing (e.g. Google Drive), user-generated video and audio and social networks, such as Instagram, Twitter, Facebook, YouTube, Flickr, Slack Zoom, and chat groups.

- a. *Official Accounts*

This subsection applies to ASM Social Media Team members while using ASM accounts at the local chapter and global levels. Posts on ASM accounts should be in alignment with our mission and core values and seek to achieve our goals.

ASM Social Media Team members are personally responsible for all content they publish online, including all content published on public and more restricted social media tools. Use discretion when posting any information online. Think before you post. You have an ethical obligation to post responsibly. Please remember that what you post may remain online forever, and may, therefore, have future implications for you personally, for ASM, and for the movement generally. Also, remember that what you post may be re-posted by others. What you post can quickly be disseminated to a large audience.

Ensure that your posts are not in violation of any laws, including copyright, human rights and privacy laws, or ASM policies.

b. Personal Use of Social Media by ASM Team Members

Respect your audience. Do not use obscenities, insults, racial slurs, sexist comments, bullying and derogatory language or any language that would be unacceptable to use at work.

Do not publish any content that would affect ASM's reputation, including defamatory, libellous or harassing statements about ASM, its chapters, or team members. Also, avoid engaging in divisive debates about other organizations.

2. CONTENT CREATION

The purpose of our pages is to create a place where we and our followers can share truths, facts, opinions, and insights on Animal Save Movement, and topics relevant to our mission.

While we welcome input from anyone, please note that postings by individuals on our social media pages do not necessarily reflect the views of Animal Save Movement, nor do we confirm their accuracy.

Do's

- Do use credible sources and fact check information.
- Be diverse and inclusive in content.
- Use some positive content to balance the sad and graphic content.
- Use a love-based tone.
- Be considerate of vulnerable populations when posting.

- Be sensitive to historical atrocities.
- Be mindful about posting content that could lead to harmful reactions and outcomes. When posting, consider the possible benefits and harm from each post. There is a lot of great subject matter available to post, so there is no shortage of content to share which will not risk increased racism and/or xenophobia. Refer to our [training resources](#) for examples.
- Local organizers should post content that shows what is happening in their area, or on local subjects that they are directly linked to and know about.

Don'ts

- Don't use speciesist language such as the terms "hogs", "livestock," and "processing" (use pigs, animals or persons, and slaughtering instead).
- Do not post anything hateful in language targeting race, ethnicity, religion, gender, nationality or political beliefs.
- Do not post content from individuals known to have oppressive or discriminatory views. Use this as an opportunity to open a dialogue as to how these views can be harmful. You can point people to our training videos on our Animal Save Movement YouTube channel on topics such as consent, diversity and inclusion, love-based communication and so forth.
- Consider the impact of the post. Be mindful of content that is likely to increase religious bigotry, racism and other types of discrimination.
- To reduce the likelihood of xenophobic or racist comments, please avoid posts that highlight the cultural or religious practices of small groups that are not commonplace, e.g. animal sacrifices or festivals.
- Avoid posts that show, for example, a noose around a person's neck. Such posts may affect those who are depressed or suicidal.
- Do not post "trauma porn" (posts with no point but to traumatize people). Posts should always be intentional and ideally include a call to action.

Animal Save Movement will offer trainings on posting suitable and impactful content that will help animals and build community.

3. AUDIENCE

We understand our audience is passionate about animal advocacy – a passion we share. We welcome questions and commentary, including constructive feedback. We don't take decisions on moderating comments lightly, but we do expect that participants post commentary that is both relevant and respectful to this community as a whole. Animal Save Movement reserves the right to remove any posts that don't adhere to our guidelines and to block anyone who violates them repeatedly. Specifically, we do not tolerate these kinds of posts:

1. Defamatory, offensive, obscene, vulgar or depicting senseless violence.
2. Fraudulent, deceptive, misleading or unlawful.
3. Violations of any intellectual property rights.

4. Uploading files that contain viruses or programs that could damage the operation of other people's computers.

Guidelines for ASM comments and messages

When responding to comments and messages ASM representatives will:

- Use a love based tone in our replies.
- Delete any comments that are hateful in language targeting race/ethnicity, religion, gender, nationality or political beliefs.
- Delete comments and messages that are spamming in nature or link baiting (embedding a link in a post to draw traffic to another site). Many of these comments will automatically be marked as spam by most social media platforms.
- Delete any comments that are abusive, harassing, stalking, threatening or attacking others. Screenshot any threatening comments or messages. Notify legal authorities and Human Resources if people feel it's an actual threat.
- Give guidance using credible sources in your messages and comments.
- Dealing with trolls: We do not tolerate trolling, deliberate disruption of the discussion, and commercial solicitation or solicitation of donations.

4. YOUTH CLIMATE SAVE

a. Safeguarding

Safeguarding is an action that is taken to promote the welfare of children and protect them from harm. Safeguarding means protecting children from abuse and maltreatment and preventing harm to children's health or development. Therefore, with respect to the Youth Climate Save movement, all online presence should be moderated by designated adults.

To moderate effectively, you should:

- Publish clear guidance on what is and is not allowed to be posted.
- Establish when posts will be moderated, for instance, whether they are reviewed before or after they go live.
- Decide when children will be able to post and submit content.
- Ensure no personal information is given to the public, unless authorised.
- Familiarise yourself with the language children use so that you understand whether the language may be inappropriate or harmful. Only use accounts that have been authorised by Save to communicate with children and young people (never use personal accounts).
- Be aware these accounts have a digital footprint. It is important to be aware that anything posted online is permanent regardless of it being deleted later on.
- Ensure all communications are relevant to the work of the project and organisation.

- Use age-appropriate language.

Live Streaming

Before any livestream, remind children of the following, whether they are watching or participating:

- Live streaming is live, in real-time. Any comments children make will be seen by others, and they may not be able to delete or edit what's been said. It can become part of their digital footprint.
- Children shouldn't share any personal information during a livestream. Remind them what personal information is and that they should not respond to contact requests from people they don't know.
- Some live streams request donations from the audience. Explain to children and young people that they don't have to contribute.
- Make sure they know who to tell if they see or hear anything upsetting or inappropriate.

b. Parent consent form and formal releases for use of photos and artwork

By means of the following form, children's parents or guardians authorize them to participate in Youth Climate Save's activities exempting the organization from liability in case of any eventuality.

- Youth Climate Save parent consent form

By means of the following form, the activist or their parents or tutors, in case that the activist is a minor, gives for free to Youth Climate Save their image right to be used for lawful purposes and in accordance with current state legislation.

- Authorization of use and transfer of image

5. REPERCUSSIONS OF FAILURE TO COMPLY WITH OUR SOCIAL MEDIA POLICY

If an ASM team member or other party is found to be in violation of this policy, ASM will take action as it deems appropriate in the circumstances. While no policy can prescribe what should be done on every occasion because circumstances vary, actions ASM will take may include opening a dialogue, issuing a warning, a temporary suspension, mandatory training, a request for a private or public apology, joining a restorative justice circle, the rescinding of a fellowship (if applicable), being banned from future ASM events or other solution(s) the Designated Person(s) in consultation with Human Resources representatives find suitable.

6. QUESTIONS AND CONTACT INFORMATION

ASM offers trainings on our Social Media Policy; on posting suitable and impactful content that will help animals and build community; on historical and contemporary cases of discrimination and oppression of specific groups; diversity and inclusion; and anti-oppression.

Users who have specific questions about this Policy, or who have viewed postings that they believe may contravene this Policy, should contact report@AnimalSaveMovement.org

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