



Medical Missions Foundation

Social Media & Photography Policy

Social media platforms are a powerful communications tool that have a significant impact on organizational and professional reputations. Medical Missions Foundation has written the following policy to help clarify how best to enhance and protect personal, professional and institutional reputations when participating in social media. Social media platforms examples include, but are not limited to, Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Instagram.

Social media is a great way to share your Medical Missions Foundation volunteer experiences with your friends and colleagues. The same laws, professional expectations, and guidelines for interaction with fellow volunteers, patients, donors, media, Medical Missions Foundation staff, and board members apply to posts, blogs, and pictures related to missions.

Policy for all social media platforms:

- Protect confidential, proprietary and patient information including patient's full name
- Do not mention the amount of cash or pharmaceuticals we carry with us on a mission
- Respect copyright and fair use – when posting, be aware of the copyright and intellectual property rights of others as well as Medical Missions Foundation
- Do not use Medical Missions Foundation logo or name for personal endorsements. Do not use the Medical Missions Foundation logo on personal social media sites. Do not use Medical Missions Foundation's name to promote a product, cause, political party or candidate. Use of our logo is by permission only.

Best Practices

- **Think twice before posting.** Privacy does not exist in the world of social media. Consider the ramifications if a post becomes widely known, and how it may reflect on you and Medical Missions Foundation. If you wouldn't say it to a colleague or the media, consider whether it should be posted online – if in doubt, check with your mission coordinator before posting.
- **Strive for accuracy.** When representing or writing about Medical Missions Foundation, review the content for accuracy, grammatical and spelling errors.
- Be respectful and remember your audience. Content that is contributed to a social media site could encourage comments or discussion. Comments should be considered carefully in light of how they would reflect on you, Medical Missions Foundation, prospective volunteers and peers.
- **On personal sites—if you identify yourself as a Medical Missions Foundation volunteer online, it should be clear that the views expressed online are yours and not necessarily those of the Foundation.**

Policy for photography:

- I give my permission to Medical Missions Foundation to use my picture for promotional, educational and social media purposes.
- I agree to allow Medical Missions Foundation to use any of my submitted photographs for the same purpose, as well as any content I post online about Medical Missions Foundation.

Best Practices

- Remember to be respectful of the culture and individuals we serve on our missions and always ask permission before taking photographs.
- Do not post pictures with patients' full name visible. When telling a patient story, only use their first name.