

## **Social Media Policy & Communications Policy**

**Purpose:** To provide a set of guidelines for staff members with regard to their online activity and interaction with campers that protects both staff and campers.

**Policy Statement:** In general, LWLBC, Inc. views social networking sites (e.g., Facebook, Twitter, Snapchat, Instagram, Tumblr, YouTube, etc.), personal web sites, and web blogs positively and respects the right of staff members to use them as a medium of self-expression. (Note: For the purposes of this policy, the term “staff members” will include all volunteers, summer staff, and permanent employees.) All camp staff members can be viewed (correctly or incorrectly) as representatives of LWLBC, which can add significance to your public reflections on the organization (whether or not that is your intent). Because of this, our camp requires that staff members observe the following guidelines when referring to the camp (its programs or activities, its campers, and/or other employees) in any/all online platforms.

**Photographs & Videos**—LWLBC staff members are prohibited from posting any photos/videos of campers online using their personal account. LWLBC asks for written permission from each camper’s guardians to use camper photos/videos in written and online materials. Legal action can be taken against those who violate this policy. Any photos/videos taken by a staff member may be given to the camp office to be posted on camp's website, Facebook, Instagram, etc. It will be up to the discretion of the camp office to decide whether or not to post the photos/videos.

**Use of Personal Social Media Sites**—LWLBC staff members must recognize that they are role models for campers at all times, and should limit their public profile to information, comments, photos, etc. that are appropriate should a camper or parent view them. LWLBC staff members must agree to be respectful of LWLBC (its employees, volunteers, campers, and its policies) in all social media postings, blogs and other mediums of online communications. (Note: Although some sites may offer privacy settings, staff members should be aware that the Internet is a public domain. Staff members are expected to be aware of these guidelines regardless of their privacy settings.)

**Camp Logos**—LWLBC staff members are prohibited from using camp logos on personal pages or sites without written permission.

**Communication during Camp Emergencies**—In case of an emergency at camp, we have procedures in place to communicate with parents, churches, media, or any other outside groups. It is LWLBC policy that the Executive Director or Assistant Director handle all media communications and there are other designated staff to communicate with parents and/or churches in times of an emergency. LWLBC requires all other staff members to refrain from posting happenings of an emergency on their own social media profiles or sites.

## Camper – Staff Communications

LWLBC understands that interacting with campers after a camp session may be extremely positive, as it helps to keep the nourishing or spiritually uplifting experiences campers have at camp alive and helps maintain their connection to camp. However, as with any such communication, LWLBC cannot guarantee the kind of supervision, oversight, or program structure that will be present in such a situation outside of camp. For the protection of both the staff member and camper, staff members must abide by the following guidelines on appropriate interaction with LWLBC participants after a camp session is over.

- **Communication with Campers via Social Media:** Unless the camper is from the staff member's home church, and relationships have already been established, we ask that staff members do not communicate with campers in any online platform (including Twitter, Facebook, Instagram, etc.) until the camper is 18 years of age. **If the camper is under 18 years of age, it is camp policy that staff members do not communicate with campers via social media, unless arrangements have been made and approved by the camper's parents/guardians, church staff, and the site director.**
- **Communication with Campers:** Camp staff members are not allowed to give out personal information to campers. This includes phone number, email, personal mailing address, etc. If a camper wishes to stay in touch with a staff member after their camp session, LWLBC recommends the use of letters between the camper and camp's mailing address *only*. This type of communication between campers and staff is encouraged insofar as it is a positive, healthy relationship for all parties. In these instances, we remind staff members of their duty as a mandatory reporter. If any sensitive content is revealed to a staff member during these interactions, we encourage staff members to seek help and support from the camper's parents/guardians, church staff and/or camp. **It is camp policy that staff members do not have ongoing continual communication with campers, unless arrangements have been made and approved by the camper's parents/guardians, church staff, and the site director.**
- LWLBC strongly advises staff members to not personally interact with campers outside of camp without the awareness and approval of the camper's parents/guardians. LWLBC encourages any such gatherings to be done in public, and ideally in a group of at least two adults, and multiple students.