



GRINRESCUE

🐾 GOLDEN RETRIEVERS IN NEED 🐾

GRIN Operating Policy: Social Media Guidelines

Purpose:

Social media platforms including but not limited to Facebook, Instagram, TikTok, LinkedIn, and online forums are powerful tools for communication, education, fundraising, and community engagement.

These guidelines are established to ensure that all representatives of GRIN use social media responsibly, protect the organization's reputation, and safeguard the privacy and well-being of the dogs, adopters, fosters, volunteers, and supporters we serve.

Policy:

This policy applies to all GRIN representatives, including:

- Board members
- Volunteers
- Foster homes
- GRIN members

This policy applies regardless of:

- Whether activity occurs during or outside of volunteer duties
- On all personal devices

Official Representation & Spokespersons

Only authorized individuals may post or speak on behalf of GRIN in an official capacity.

- Official GRIN social media accounts are managed by the **Social Media Team and/or designated Board Members**
- Public statements, media responses, or crisis communications must be approved by the **Board of Trustees or GRIN President (president@grinrescue.org)**

Unless explicitly authorized, individuals must **not represent themselves as speaking on behalf of GRIN**.

PO Box 24365
Cleveland, OH 44124

www.grinrescue.org



Confidentiality & Privacy

Protecting sensitive information is critical.

GRIN representatives may **not** post or share:

- Personal information about surrenders (owners, breeders), adopters, applicants, donors, or volunteers
- Veterinary records or medical details
- Internal communications, documents, or operational details
- Location details that could compromise the safety of a dog (e.g., foster address)

Photos and stories should:

- Respect adopter and foster privacy
- Only be shared with proper consent when individuals are identifiable(*Consent is implied when a photo is shared with GRIN by a person)
- Avoid revealing sensitive or identifying details

Animal Welfare & Ethical Representation

All content must align with GRIN's mission and ethical standards.

- Dogs must be portrayed **truthfully and respectfully**
- Do not exaggerate medical or behavioral conditions
- Ensure messaging reflects **responsible rescue practices**

Content Standards & Conduct

When posting or engaging online, all GRIN representatives are expected to:

- Be respectful, professional, and mission-focused
- Avoid offensive, defamatory, harassing, or discriminatory content
- Refrain from engaging in arguments or controversial debates on behalf of GRIN
- Not post content that could damage GRIN's reputation



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Remember:

Anything shared online is public, permanent, and reflects on GRIN

Personal Social Media Use

GRIN recognizes that volunteers use personal social media accounts.

When referencing GRIN on personal accounts:

- Make it clear you are speaking **in a personal capacity**
- Do not present opinions as official GRIN positions
- Include a disclaimer when appropriate (e.g., “views are my own”)

Fundraising & Donations

Only approved fundraising efforts may be conducted in GRIN’s name.

- Do not solicit donations, create fundraisers, or promote financial campaigns on behalf of GRIN without prior approval
- All official fundraising must align with GRIN’s policies and financial controls
- Social media birthday fundraisers are an approved form of fundraising on behalf of GRIN

Use of GRIN Branding

GRIN logos, branding, and materials:

- May not be used without permission for personal or external purposes
- Must not be altered or misrepresented
- Should only be used in alignment with approved messaging

Media & External Inquiries

All media inquiries must be directed to:

- The **GRIN President** (president@grinrescue.org)

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Volunteers and fosters should not respond to press inquiries on behalf of GRIN without authorization.

Legal & Liability Considerations

Individuals are personally responsible for their social media activity.

Improper use of social media may result in:

- Legal liability (e.g., defamation, privacy violations)
- Disciplinary action, including removal from volunteer roles

All activity must comply with applicable laws, including:

- Privacy laws
 - Copyright and intellectual property laws (including music)
 - Anti-harassment and non-discrimination regulations
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Monitoring & Enforcement

GRIN reserves the right to:

- Monitor public social media activity related to the organization
 - Request removal of content that violates this policy
 - Take appropriate action if violations occur
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Questions & Reporting Concerns

If you are unsure whether content is appropriate or compliant:

- Contact the **Social Media Lead** before posting [socialmedia@grinrescue.org]

Concerns about violations should be reported to:

- Social Media Lead [socialmedia@grinrescue.org]
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Acknowledgment

All volunteers and representatives are expected to review and adhere to this policy.

Failure to comply may result in corrective action, up to and including termination of volunteer involvement with GRIN.

Final Note

Social media is an essential tool for advancing GRIN's mission. When used thoughtfully, it allows us to:

- Save more dogs
- Educate the public
- Inspire adoption and support

We trust our volunteers to use good judgment and represent GRIN with integrity, compassion, and professionalism.

Approval Date: May 9, 2026

Revision Date:

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