



SOCIAL MEDIA POLICY

Use of Social Media – Overview

It is critical in all communications that we know who we are – one of the world’s leading humanitarian relief and development organizations. We encourage you to connect, have fun, and be smart by following the policy and best practices on your social media communications.

Here are a few guidelines for engaging on social media to be used in accordance with CARE USA’s official Social Media Policy.

CARE’s voice is not your voice.

In conversations related to CARE or international relief and development, identify yourself as working for CARE, but that you do not reflect CARE’s official position. We recommend that you include the following in your social media profiles: “I work at CARE, but opinions expressed here are my own.” Only post accurate information, give attribution when you have permission to share the work of others, and do not plagiarize.

Show respect.

Do not post discriminatory remarks, harassment, threats of violence, inappropriate or unlawful conduct, and/or communications intended to bully, disparage, defame, or harm the reputation of CARE or any individual. Acknowledge differences of opinion and withdraw from off-topic discussions that become profane or unacceptable. Never advocate violent solutions to conflicts.

Use good judgement.

Your statements online may directly impact the safety and security of CARE employees, or the financial future of CARE, our country offices, and projects.

Refrain from associating CARE with the criticism of any government or movement and do not post on sensitive topics which may elicit a violent or controversial response.

Avoid posting about CARE work activities that might be targets for theft, violence, or the like.

Follow CARE’s policies on consent and confidentiality, and do not post CARE’s internal reports, policies, procedures, or other confidential internal business-related communications or documents.

It’s public and permanent.

Assume that management, colleagues, reporters, donors, peer organizations, vendors, program participants, and others in CARE’s community will be reading every post, no matter how obscure or secure the site to which you are posting them.

Multiple branded accounts dilute CARE’s message.

Do not create CARE branded social media accounts without express permission; our social media accounts must reflect our holistic approach. US-based staff must obtain permission from the CARE USA Social Media Team in the Marketing Department; CO staff must obtain permission from their country’s communications lead.

Always use CARE’s logo, graphics, trademarks, or corporate slogans consistent with our Brand Standards.

When in doubt, ask!

If you have any questions about what is appropriate, play it smart and check with a member of the Brand and Communications team BEFORE posting.

Potential issues such as threats or inappropriate communication in any form can often be resolved more effectively and efficiently if they are identified quickly. If you spot a potential issue and believe an official CARE response is needed, bring it to the immediate attention of the CARE USA Social Media Team or the Legal Department.

Have questions? CARE USA’s social media team is here to help. Email us anytime at socialmedia@care.org

We recommend bookmarking these important emails as well:

CARE USA Legal Department: legal@care.org

CARE USA Media Team: USA.mediateam@care.org

CARE USA Communications Values Committee: fundraisingandmarketingfeedback@care.org

CARE USA Brand Support: brandsupport@care.org