



**Big Brothers Big Sisters**  
of San Diego County

## **Online Social Media Policy For Volunteers**

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### **A. Purpose and Scope**

Big Brothers Big Sisters of San Diego County (“BBBS”) prioritizes child safety (physical, sexual and emotional) and child privacy, as well as creating a positive, respectful and appropriate mentor relationship between BBBS volunteers (“Volunteers”), including but not limited to Big Brothers and Big Sisters (“Bigs”), on the one hand, and BBBS Littles (“Littles”), on the other hand. Social networking through the Volunteers’ use of online social media, including but not limited to Facebook, MySpace, LinkedIn, Twitter, YouTube, Google+, Flickr, BBBS Connect, personal blogs, and other social networking sites (“Social Media”) may impact child safety and child privacy, as well as other aspects of the mentor relationship.

Accordingly, this Online Social Media Policy For Volunteers (“Policy”) applies to all Volunteers and governs their use of Social Media, even where Volunteers are *not* using Social Media to interact with Littles. Social Media, for purposes of this Policy, is defined to exclude *direct* one-to-one contact between the Volunteer and the Little by telephone, videophone (e.g. Skype and Facetime), texting, and electronic mail.

As a condition of being a Volunteer, Volunteers must read, understand, and agree to abide by this Policy. Failure to adhere to this Policy may result in termination of the Volunteer’s relationship with BBBS, including but not limited to terminating a Big’s match with his or her Little, terminating a Volunteer opportunity, and/or refusing to accept a candidate as a Volunteer.

### **B. BBBS Prefers Volunteers To Avoid Use of Social Media With Littles, But Requires Authorization Form and Volunteer Disclosure Statement For Any Such Use**

BBBS discourages Volunteers from using Social Media to interact with Littles. BBBS also discourages Volunteers from using Social Media to interact with the Little’s parents, legal guardians, and family members.

BBBS encourages Volunteers to interact with their Littles on a one-to-one, in-person basis, which can be arranged via telephone, videophone, text or electronic mail.

If a Volunteer chooses to use Social Media *with his or her Little* (e.g. by “friending a Little on Facebook”) then *both* of the following must occur *prior* to the Volunteer using such Social Media with his or her Little (e.g. *prior* to extending an invitation or accepting an invitation to friend on Facebook):

1. **Authorization Form.** The Volunteer must have the parent(s) and/or legal guardian of the Little sign the attached Parental Authorization for BBBS Volunteer To Use Online Social Media With Little (“Authorization Form”), and submit the fully signed Authorization Form to the Match Support Specialist; and

2. **Volunteer Disclosure Statement.** The Volunteer must fill out, sign and submit to the Match Support Specialist the attached Volunteer Online Social Media Disclosure Statement (“Volunteer Disclosure Statement”), which discloses and certifies all of the following:

(a) **Site Disclosure.** The Volunteer shall list all the Social Media sites that the Volunteer has, the Social Media sites the Volunteer intends to use with the Little, and the Volunteer’s user name for such sites.

(b) **Terms of Use.** The Volunteer shall certify that the Volunteer has reviewed the terms of use/service and any applicable privacy policy and/or provisions on minors of the Social Media sites that the Volunteer intends to use with the Little, and that the Volunteer is in compliance therewith (e.g. Facebook’s Terms of Service and My Space Terms of Use prohibit use by children under the age of 13 years).

(c) **General Privacy Settings.** The Volunteer shall certify that the Volunteer has customized his or her settings on the Social Media sites that he or she intends to use with the Little to ensure that no personal information on the Volunteer’s site is able to be viewed by the general public, without individually granted permission to do so, except for basic information (e.g. name, town, profile picture, and networks). This type of enhanced privacy setting will help protect the Little by preventing the general public from identifying, searching for or contacting the Little.

(d) **Monitoring; Respectful, Legal and Appropriate Content.** The Volunteer shall certify that the Volunteer will monitor the Social Media sites he or she intends to use with the Little (e.g. Facebook page) and those that could be accessed by the Little to ensure that all posts and posted material, whether posted by the Volunteer or a third party, are respectful, legal and appropriate. Further the Volunteer shall certify that the Volunteer will promptly remove any disrespectful, illegal or inappropriate material, or material that could be so perceived by the Little.

(e) **Enhanced Restrictions.** The Volunteer shall certify that the Volunteer will consider using Social Media privacy controls and settings to restrict the accessibility of the Little to age appropriate content and content that is respectful, legal and appropriate (e.g. restricting the Little from viewing “wall comments” or restricting “wall comments” altogether).

(f) **Discourage Use With Little’s Family.** The Volunteer shall certify that he or she is aware that BBBS discourages Volunteers from using Social Media (e.g. becoming Facebook friends) with the Little’s parents, guardian or family members. BBBS finds this boundary helps guard against requests for match closures by the Little’s parents, guardians or family members based upon extraneous information about the Volunteer via Social Media (e.g. political party affiliation) learned by the Little’s parents, guardian or family members.

(g) **Reporting; Health, Safety and Welfare of Little.** The Volunteer shall certify that if he or she views on the Little's Social Media sites information that endangers the health, safety or welfare of the Little (e.g. information or pictures of the Little engaged in underage alcoholic drinking, drug use, cyber-stalking, cyber-harassing, cyber bullying, or inappropriate sexual behavior, the Volunteer will: (i) report the information to the Match Support Specialist; and (ii) report the information to the Little's parent(s), legal guardian, or other appropriate person or entity. If it is an emergency, the Volunteer shall call 9-1-1 to report the information and then call the BBBS 24-hour emergency telephone number: (858) 705-0228.

(h) **General Restrictions.** The Volunteer shall certify that the Volunteer will comply with Section C of this Policy.

C. **Social Media Requirements Governing Volunteers, Even If Social Media Not Used To Interact With Littles**

This section of the Policy requires Volunteers to ensure their own use of Social Media meets the following criteria, even if the Volunteers do not use Social Media to interact with the Little.

1. **Confidentiality/Privacy.** In using Social Media, Volunteers shall protect the Little's confidentiality and privacy at all times. Accordingly, Volunteers shall not disclose on Social Media sites any personal information about a Little, including but not limited to a Little's last name, home or other physical address, e-mail address, telephone number, Social Security number, school, routine, activities, location, family information, finances, health, and/or other information about a Little or his or her family. The disclosure of even seemingly harmless information about a Little could be detrimental. The BBBS Confidentiality Agreement and Policy provides further information about a Volunteer's confidentiality obligations, and these obligations extend to the use of Social Media.

- *Permissible to post on Social Media:*
  - “Helping my Little with homework then taking her for ice cream” (no name disclosed)
  - “Hanging out listening to music with my Little Sister, Lydia” (only first name of Little disclosed)
- *Impermissible to post on Social Media:* “Going to Grant School football game with Little Brother John Doe while his mom gets over a cold” (wrongfully discloses location, school, and full name of Little, as well as health of Little's family member)

2. **Privacy Settings Requirements.** In using Social Media, Volunteers shall customize their settings on the Social Media sites to ensure that no personal information on the Volunteer's site is able to be viewed by the general public, without individually granted permission to do so, except for basic information (e.g. name, town, profile picture, and networks). This will guard against a Little inadvertently accessing the Volunteers' Social Media sites and guard against the ability of others to identify, search for, or contact a Little. Limiting

access to Social Media sites helps address concerns due to a Little's potentially differing values and acknowledges the Volunteer is a role model and his or her adult conduct is not always appropriate for the Little to view.

- **Values/Opinions:** Littles and their parents/legal guardians may have differing values and/or opinions (e.g. "I love the Republican/Democratic Party"), and their ability to access the Volunteers' Social Media and see contrasting values/opinions may cause them to request a termination of the match, even though the Social Media content is otherwise respectful, legal and appropriate.
- **Age Appropriate Content/Role Model:** Volunteers are role models for Littles at all times, and the disclosure of a Volunteer's adult behavior to a Little may not be age-appropriate and may not set a good example for the Little (e.g. Image of Volunteer holding a glass of wine, attending a cocktail party, or wearing party attire).
- **Unintended Disclosure:** The unintended disclosure to a Little of a Volunteer's personal information (e.g. change in relationship status or personal views about school or work) may negatively impact the relationship and/or impede trust from developing.

3. **Photographs.** In using Social Media, Volunteers shall not use or post images or videos of a Little without submitting to the Match Support Specialist a completed Parental Authorization For BBBS Volunteer To Use Photograph Or Video Of Child In Social Media ("**Photo Authorization Release**"), signed by the parent(s) and/or legal guardian of the Little, which allows use and/or posting of images or videos on Social Media. The Photo Authorization Form allows the Volunteer to post an image or video on Social Media, however, it does not allow the Volunteer to identify the Little in the photo or video (e.g. no tagging). The Photo Authorization Release does not allow the Volunteer to disclose confidential information about a Little (including information through posting video that itself discloses confidential or personal information). Even after submitting a Photo Authorization Release, the Volunteer shall still consult with the Little to make sure the Little has no objection to the use of the image or video on the Social Media.

4. **"Bigs Only" Limitation.** In using Social Media, Volunteers shall not post any content from the "Bigs Only" section of the BBBS website. The opportunities and information provided there are meant for currently matched Volunteers, BBBS Alumni and BBBS staff, not the general public.

5. **Promotion and Attribution.** In using Social Media (e.g. LinkedIn), Volunteers may indicate on a resume or similar statement of positions that they are a Volunteer with BBBS. Volunteers may also promote BBBS events through the use of Social Media. However, when authoring any content or expressing any opinions on Social Media (e.g. personal blogs, reviews, statements of opinion), whether in words, pictures or other symbolism, a Volunteer shall represent that his or her opinions, beliefs and statements are personal, and shall not do or say anything to suggest such opinions, beliefs or statements are shared by BBBS.

- *Permissible Promotion/Attribution:*
  - *Permissible to promote BBBS events on Social Media (e.g. Facebook):* “Friends, as a Big Brother, I encourage you to sign up for the annual BBBS Golf Marathon. Sign up today!”
  - *Permissible to express a personal opinion:* “I believe the school year should be year round for children.” (no affiliation with BBBS)
- *Impermissible on Social Media:*
  - *Impermissible attribution of opinion to BBBS:* “I’ve been a Big Brother for 10 years, and I believe in year-round school for children, and so does BBBS.”
  - *Impermissible endorsement:* “BBBS says you have to try the new restaurant at 123 Main Street. It gets 5 stars. You won’t be disappointed.”
  - *Impermissible referral:* “I’m a Big Sister, and I know a lot about children. If you need a great summer camp, go to XYZ camp, which costs \$ABC, because it is well run by screened counselors and your children will have the best time.”
  - *Impermissible blogging:* Blog about Volunteer’s relationship with his or her Little.

6. **Good Judgment.** In using Social Media, Volunteers shall use good judgment as to the content of their own Social Media sites. The Volunteers shall not use Social Media in any illegal, improper or harassing manner.

**D. Cooperation With Investigation Regarding Noncompliance; Consequences**

Volunteers’ use of Social Media will *not* be actively monitored by BBBS. However, if BBBS receives a complaint or inquiry, or otherwise becomes aware of a potential violation of this Policy or another BBBS policy or guideline, BBBS has the right to access the Volunteer’s Social Media sites to review them for compliance purposes. Volunteers shall fully cooperate with any BBBS investigation and provide BBBS access to his or her Social Media sites upon the request of BBBS.

If BBBS determines a Volunteer violated this Policy, BBBS may terminate its relationship with the Volunteer (including but not limited to terminating a Big’s match with his or her Little, terminating a Volunteer opportunity, and/or refusing to accept a candidate as a Volunteer) and take any other action allowed under the law or in equity on its own behalf or on behalf of the Little to specifically enforce this Policy.

**E. Policy Changes To Be Posted On Website**

This Policy may be updated, revised or revoked by BBBS at any time. Updates and revisions to this Policy will be posted on the BBBS website (<http://www.SDBigs.org>) and shall automatically be applicable to Volunteers. Volunteers shall monitor the BBBS website to stay apprised of any changes to the Policy. If you have any questions regarding this Policy, please contact your Match Support Specialist.



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**Acknowledgment and Signature of Social Media Policy**

I, \_\_\_\_\_, the Big Brother, Big Sister, or Big Brother Big Sister volunteer, have read, understand and agree to abide by the Big Brothers Big Sisters of San Diego County Online Social Media Policy For Volunteers.

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Volunteer's Signature

Date

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Parent's Signature if Volunteer is under 18 years of age

Date



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## Volunteer Online Social Media Disclosure Statement

I, \_\_\_\_\_, am a Big Brother Big Sister volunteer (“Volunteer”) and volunteer with \_\_\_\_\_ (“Little”). I have listed below the user names and/or account names (“User Name”) of all of my online social media networking sites, including those that are open to the public for viewing (“Social Media”). I checked the boxes of the Social Media sites that I would like to use with my Little:

<input type="checkbox"/>	Facebook	User Name is: _____
<input type="checkbox"/>	MySpace	User Name is: _____
<input type="checkbox"/>	LinkedIn	User Name is: _____
<input type="checkbox"/>	Twitter	User Name is: _____
<input type="checkbox"/>	YouTube	User Name is: _____
<input type="checkbox"/>	Google+	User Name is: _____
<input type="checkbox"/>	Flickr	User Name is: _____
<input type="checkbox"/>	BBBS Connect	User Name is: _____
<input type="checkbox"/>	Personal blog(s)	User Name is: _____
<input type="checkbox"/>	Other	User Name is: _____

I certify to and agree to the following:

- I have reviewed the terms of use/service and any applicable privacy policy and/or provisions on minors of the Social Media sites that I intend to use with my Little, and that I will remain in compliance with any such terms, policy and provisions (e.g. Facebook’s Terms of Service and MySpace Terms of Use prohibit use by children under the age of 13 years).
- I have customized my settings on all my Social Media sites to ensure that no personal information is able to be viewed by the general public, without individually granted permission to do so, except for basic information (e.g. name, town, profile picture, and networks).
- I will monitor my Social Media sites that I intend to use with my Little (e.g. Facebook page) and those that could be accessed by my Little (even if I do not intend the Little to access them) to ensure that all posts and posted material, whether posted by me or a third party, are respectful, legal and appropriate, and further that I will promptly remove any disrespectful, illegal or inappropriate material, or material that could be so perceived by my Little.
- I will consider using Social Media privacy controls and settings to restrict the accessibility of the Little to age appropriate content and content that is respectful, legal and appropriate (e.g. restricting the Little from viewing “wall comments” or restricting “wall comments” altogether).
- I am aware that BBBS discourages Volunteers from using Social Media (e.g. becoming Facebook friends) with the Little’s parents, guardian or family members. This boundary helps guard against requests for match closures after and based upon extraneous information about the Volunteer via Social Media (e.g. political party affiliation) learned by the Little’s parents, guardian or family members.

- If I view on the Little's Social Media sites information that endangers the health, safety or welfare of the Little (e.g. information or pictures of the Little engaged in underage alcoholic drinking, drug use, cyber-stalking, cyber-harassing, cyber bullying, or inappropriate sexual behavior), I will: (i) report the information to the Match Support Specialist; and (ii) report the information to the Little's parent(s), legal guardian, or other appropriate person or entity. If it is an emergency, I will call 9-1-1 to report the information and then call the BBBS 24-hour emergency telephone number: (858) 705-0228.
  
- I will comply with the Online Social Media Policy for Volunteers, including but not limited to Section C. I understand that Section C of the Policy applies even if I do not directly use Social Media with my Little. I understand Section C includes provisions on protecting the Little's confidentiality and privacy, privacy setting requirements, photograph use, BBBS website limitations, provisions about impermissible promotions and endorsements, requirements of good judgment on content, and provisions requiring Social Media use to be legal and proper.

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*Big Brother/Big Sister/Volunteer Signature*

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*Date*

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