

## PEIVDF PUBLIC RELATIONS GUIDELINES

This document, intended for Peter Emily International Veterinary Dental Foundation (PEIVDF) employees, staff clinicians, volunteers, guests, and invited news media invited to attend, contains guidelines for posting to PEIVDF's own social media channels (such as, but not limited to Facebook, Twitter, Instagram, SnapChat, YouTube or Website), as well as said peoples' own media outlets and marketing ventures.

### Photographic and Video Content

There are to be no postings, photographs or videos involving inappropriate content. Inappropriate content includes, but is not limited to: animal restraint, anesthetized animals, animal transport, medical/surgical/dental procedures, animal housing and exercise facilities, sick or injured animals. In addition, photos of groups visiting the facility should not be posted without receiving approval in writing from the PEIVDF Mission Leader, Managing Director, or the Public Relations Department of PEIVDF

All photographs and videos should depict volunteers and staff following all safety regulations as approved by the home facility and in the PEIVDF PowerPoint Safety Briefing, (wearing gloves and other protective safety apparel appropriate to the circumstances). Photographs and video content should not promote, advertise, or mention any company or cooperation outside of the Host Shelter, Zoo, Organization or PEIVDF, and no logos other than that of those mentioned and PEIVDF should be present in the posts. All photographs posted to social media channels must refer to/give photo credit to PEIVDF.

### Posted Caption Content

Photo captions about animals, volunteers, staff, visitors and donors should be positive, respectful and informative. Any photographs taken at PEIVDF Missions are the property of PEIVDF, and the Host Facility if so agreed, and will only be used at the discretion of the PEIVDF Mission Leader, Managing Director or the Public Relations Department of PEIVDF. PEIVDF will not provide compensation for any photographs related to the PEIVDF Facebook account or PEIVDF Website. Credit for photographs will only be given in certain circumstances.

### Marketing of Self or One's Business

PEIVDF employees, staff clinicians, volunteers and guests are personally responsible for the content of any marketing material that is published and are to keep such material within ethical and respectful boundaries so as not to be in violation of the local Veterinary Practice Act's jurisdiction or shed negative inference on PEIVDF or veterinary medicine in general.

### Safety Protocol

Individuals taking photographs or filming for PEIVDF public relations purposes should never put themselves in dangerous environments or situations in order to get a better picture. All safety guidelines that are germane to the Host Facility or in the PEIVDF PowerPoint Safety Presentation are to be followed while filming, taking photographs and posting content.

### PEIVDF Social Media Posting Agreement

I understand and agree that photographs and recordings I take while on a PEIVDF Mission are the property of the Host Facility and PEIVDF and will only be used at the discretion of the Mission Leader, Managing Director or the Public Relations Department of PEIVDF. I agree to follow the content guidelines and safety protocol while posting to social media accounts. I agree that PEIVDF will not provide compensation for photography or filming related to PEIVDF and that credit for photographs will only be given in certain circumstances.

Violations of the above agreed upon policies will result in repercussions pending board of director actions, including but not limited to: immediate removal from the operatory, grounds, and/or mission location; suspension (permanent or otherwise) from future missions; and possible legal action.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_