

Social Media Tips and Tricks

Social media (including facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram, and personal blogs, among others) encourages commentary from or dialogue between electronic users. While The Free Clinic encourages social media shout outs, volunteers should abide by the following guidelines:

1. **Add value** – We encourage our volunteers to spread the good news about The Free Clinic on social media. To add value, scream from the rooftops of cyberspace that you support our mission, let your followers know about your service, or help us promote upcoming events.
2. **Be mindful** – What happens on the internet, stays on the internet. Remember: there is no such thing as delete so think before you post.
3. **Be yourself** – Let the world know that you are a Free Clinic volunteer, but remember that you are not a spokesperson for our organization. Make this distinction clear when necessary.
4. **Oops!** – If you mess up and post something you soon regret, correct it ASAP. Then, let the external relations team know. We can work with you to correct mistakes. Know, however, that major gaffes (like posting confidential patient information) will be cause for immediate dismissal.
5. **Know the role** – Recognize when an issue arises that should be addressed face-to-face. Volunteers are part of The Free Clinic team, but if something upsets you, social media is not the place to get our attention.
6. **Never should you ever** – Below is a list of major social media no-no's:
 - Don't post confidential patient information. Ever.
 - Don't be disrespectful about people or situations you encounter here. After all, it is The Free Clinic philosophy to treat everyone with dignity and respect.
 - Don't respond to offensive or negative posts by others about The Free Clinic. But do let the external relations team know so we can appropriately respond.

