

# SOCIAL MEDIA GUIDELINES



Social media is a great way to keep in touch with your camp friends in the off-season. By working at camp, you are a role model to kids whether you are presently at camp or not, which is reflected by your presence on social media.

All of our campers agreed to the following guidelines in the [North Star Code of Conduct](#). We believe staff members should follow them too:

- *I will not use obscenities, profanity, or vulgar language on social media, texts, messages and communications.*
- *I will not use blogs, social media, texts, or other websites to harass, bully, or intimidate other campers or employees of the camp.*
- *I understand that these guidelines are for the benefit of the entire camp community.*
- *I understand that behaviors away from camp that fall outside of North Star's values may jeopardize my ability to return to North Star.*

In order to keep your reputation safe and away from allegations of misconduct that can impact future job opportunities and life goals, we have put together these additional guidelines for our staff to follow:

## **Keep it appropriate**

There should be no representations of illegal or questionable behavior, including underage drinking, drugs, excessive alcohol consumption, or sexual acts. Conversations should be camper appropriate too.

## **Think before you post, share or reshare**

Content posted on social media can live on the internet forever. Don't post things that may impact college, career, or future endeavors including future re-employment at North Star.

## **See something, say something**

If you see something that is said or posted by one of our community members that you feel is inappropriate, please reach out to a North Star Director directly.

## **Regarding interactions with campers, please observe these guidelines:**

### **Limit what campers can see**

We strongly recommend that you do not allow campers access to your wall or photos and videos that you post or are tagged in.

### **Avoid Snapchat**

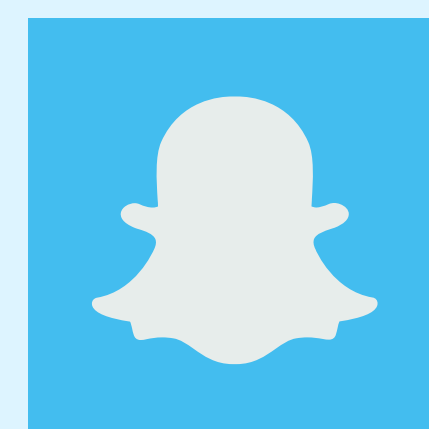
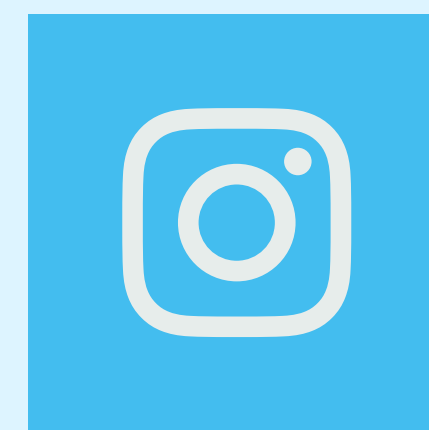
There should be no 1-on-1 conversations with campers on Snapchat. We highly recommend against group chats that include campers as well. The nature of disappearing messages leaves you very vulnerable to unwanted accusations with no way to clear your name.

### **Rule of 3 on all platforms**

Avoid private messages/texts/pictures/videos on all social platforms. If a camper reaches out, loop in another counselor or adult.

### **Communicate meetings with parents**

Meeting in person or via FaceTime with a camper? Make sure their parents know and that someone else is present (Rule of 3).



If you do not feel like you will be able to follow these guidelines, simply do not friend or accept friend requests from campers and keep your profiles private.