



ROSE HAVEN

ONLINE COMMUNITY GUIDELINES

Statement of Purpose

Rose Haven is a day shelter and community center for women, children and gender diverse people experiencing poverty and intersecting issues such as trauma and homelessness. We are a grassroots organization that relies on fundraising, mostly from individuals in the community. Social media is a huge part of this, and a flubbed post may have unintended consequences for the agency, and sometimes put a guest in danger. To honor the vulnerable population we serve we ask that you are mindful of our mission while you are representing Rose Haven on social media and online. That said, we want you to have fun and feel comfortable talking about our work! The purpose of this document is to give you some helpful tips on how to best represent Rose Haven, and provide you with guidance in case something comes up.

Online Community Guidelines

The Rose Haven community is made up of a diverse population of guests, volunteers, donors and staff who work together to create a safe and respectful space where our guests can heal. The community we hold online, through email and social media is an extension of the sanctuary we create at the shelter with our community agreement, and we expect everyone who interacts with us online to offer the same respect and grace you would inside our walls. Protecting the safety and privacy and autonomy of our guests is our top priority.

- Official RH accounts are [@rosehavenpdx](#) on Instagram and Twitter and [@rosehavenpdx](#) on Facebook. We are also affiliated with [@rosehavenyob](#) which is managed by high school students on our youth outreach board. Any other accounts representing Rose Haven should be reported to info@rosehaven.org or via direct messaging to one of our official accounts immediately.
 - No guests on Rose Haven property may be photographed without written consent. See a staff member for the photo release forms.
 - Confidentiality must be upheld at all times, and no guest information (including names, identifying details or photos of their belongings) can ever be shared on social media without written and informed consent directly from the guest.
 - Professional boundaries outlined in the community agreement regarding dual relationships apply online (including in emails), and staff and volunteers are prohibited from interacting with guests through private accounts or direct messages.
 - [Hate speech](#), [bullying](#) and [abusive behavior online](#) or via email will not be tolerated and may result in exclusion from services or termination of volunteer service or employment.
-

Reminders for RH Guests

We are here to serve you, and approximately 3,500 other guests a year. We ask that all guests respect each other's privacy and maintain the community agreement online, as well as in emails and social media posts. In line with Rose Haven's community agreement, guests are not permitted to take any photos, audio or other documentation of other guests without their explicit consent. If you are experiencing bullying from another guest online, speak with a staff member immediately.

If you are emailing a staff member we expect you to follow the community agreement and you may face progressive consequences for any online abuse or inappropriate language.

For your safety and to ensure accountability, we ask that you do not contact staff or volunteers on their private social media accounts. This is to ensure your safety and maintain fair and professional boundaries. Do not take it personally if you do not get a response from a friend or follow requests.

We love getting reviews online! Consider sharing with the community things like: what brought you to Rose Haven, were you able to find what you were looking for, what stood out the most to you about Rose Haven ect.

Reminders for RH Volunteers

We want you to build community through volunteerism and connect with staff and other volunteers online. Getting pictures at the shelter can be tricky, but we encourage you to share your experiences volunteering with us as much as you can! Highlighting your work area, and our community partnerships and needs is always encouraged.



ROSE HAVEN

We do ask that you are respectful of the privacy of other volunteers and get consent before posting anything that may include them. Sharing any information or stories about guests, even if you don't mention their names could put someone in danger, and is strictly prohibited without written consent. If you are interested in taking a picture that includes a guest, ask a staff member for assistance and photo release forms. Posting images of yourself, your work project and images with staff and volunteers who have granted permission are fantastic! Sharing reposts from Rose Haven's accounts are highly recommended.

Even when you are not posting about Rose Haven we hope that you will reflect the values we hold as a community online. Please understand that hate speech or bullying from someone representing as a Rose Haven community member or active volunteer may have unintended effects on the agency.

Reminders for RH Community Partners

Our community partnerships are essential to Rose Haven's ability to stay open and serve our guests. As we share both our organizations' promotions and missions we ask that you respect our community by following a few guidelines:

- Make sure to tag @rosehavenpdx for Instagram and Twitter and @rosehavenpdx for Facebook in all promotions
- Maintain respect for all of the diverse communities we serve in your communications
- Tag appropriate photographers and partners if using RH media assets
- Include accurate information about our services and organization as a whole

Reminders for RH Staff

Your personal account is your own, and we want you to have full autonomy on your private pages. However, as a staff member at Rose Haven, you are held to professional standards to represent the agency responsibly on all public and private accounts. There is no prohibition on using social media for speech protected by the [National Labor Relations Act](#).

Discussing guests or sharing any of their personal information is strictly prohibited without written and informed consent. Requesting to friend or follow a guests' private account, or accepting a friend request is not appropriate.

If you have, or receive feedback regarding the content of a post by or involving Rose Haven that is in violation of this virtual community agreement, please respond directly and immediately to the Development Director or by direct messaging Rose Haven on social media. Please do not respond publicly. If Rose Haven or a community partner is navigating a public relations crisis please do not engage and follow agencies lead for appropriate messaging.

Accountability Procedures

Things happen! We all make mistakes and when it happens we need to act quickly to make it right.

We hold the agency accountable to these same expectations. In the event that there is a breach the procedures are as follows:

- Inappropriate comments will be screenshotted and deleted from RH pages
- RH guests will be informed by a staff member of violations of community agreements with Rose Haven online and given a printout of the post in question.
- Guest information posted without written consent will be requested for immediate removal. The incident will be documented and addressed by your supervisor.
- Posts made in error by RH will not be deleted, they will be edited and responded to by Development Director
- Volunteers, community partners and donors who violate the community agreement online will be contacted by management and asked to edit or remove the post.
- Staff and volunteers who violate the community agreement online will be contacted by their supervisor and may face consequences including termination of their relationship with RH.

Annual Review and Implementation

Things change quickly on social media and this document will be reviewed and updated in July annually in order to remain relevant. This version is from July 2022.