

FACEBOOK LIVE VIDEO PROTOCOL

6/2020

LANGUAGE

Absolutely no profanity of any kind will be tolerated when creating and launching a live video in Facebook LIVE on behalf of Reality Check. Video makers will at all times address the camera and any viewers with respect and kindness. Positive, supportive, encouragement with affirming language will spread the type of positive energy we are aiming to send to viewers.

REPRESENTING REALITY CHECK

Video makers all have personal opinions. When creating videos on behalf of Reality Check, if personal opinions, beliefs, or philosophies are in opposition to the beliefs and philosophy of Reality Check, please refrain from presenting those opinions.

Reality Check realizes and respects different beliefs, values, opinions, and pathways to recovery, of staff and users of services and will remain respectful of all while favoring none while representing Reality Check. Personal disclosure of the above should be well thought-out in advance, brought gently, and with full disclosure that they are personal preferences and do not necessarily represent the views and beliefs of Reality Check.

PROFESSIONALISM

Engagement: At no time will video makers engage in an argument or debate with a viewer who is commenting negatively, taunting, mocking, or insulting you. Tell the viewer you will contact them offline and be happy to discuss all comments, criticisms, suggestions or otherwise.

Presentation: Video makers will dress appropriately when creating videos for and on behalf of Reality Check. No cleavage, backside visible butt cheeks, or otherwise immodest clothing should be worn while presenting and representing Reality Check on live videos.

Body Language: Video makers will present themselves professionally, humorously, real, and engaging without using suggestive body language