

SOCIAL MEDIA PROTOCOL

11/2022

LANGUAGE

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

REPRESENTING REALITY CHECK

When creating videos or making posts 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 or those posting on behalf of Reality Check engage in an argument or debate with a viewer or follower who is commenting negatively, taunting, mocking, or insulting them. Posters will tell the viewer or follower that they 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