

Policy:

The purpose of this policy is to help employees and volunteers, including board members, understand their roles and responsibilities in *Pawsibilities*, the Humane Society of Greater Akron's (PHSGA) implementation of communication technology including but not limited to: web sites, social networking sites, personal networking sites, blogs and microblogs, message boards and chat rooms, podcasts and webinars, video sharing sites, texting and instant messaging, etc.

Scope of Policy:

Pawsibilities, the Humane Society of Greater Akron recognizes that employees and volunteers may engage in communication while on and off duty as appropriate for performance of their duties and/or for the advance of our animal rescue mission. This policy applies to social media content – written, verbal and images - on the PHSGA social media (Facebook and other media) as well as information you post on your personal site(s) or on someone else's site on the Internet.

Employees and volunteers who engage in blogging or posting should be mindful that their comments, even if done off premises and while off-duty, could have an adverse affect on PHSGA's legitimate business interests, animal rescue mission and animal privacy interests. In addition, some readers may view you as a *de facto* spokesperson for the *Pawsibilities*, the Humane Society of Greater Akron.

PHSGA depends on strong community support and good will. Our reputation is a valuable and important corporate asset. Please consider whether you are potentially damaging our reputation before you post on any site, especially if/when you identify yourselves as an employee or volunteer of PHSGA. If you are uncertain consult your supervisor, the Assistant Executive Director or the Executive Director before posting on-line.

To reduce the likelihood that your blogging or posting will have an adverse affect on PHSGA and the animals under our care, we require that you observe the following terms of use:

1. Your blogging/posting is subject to all of the policies in our Employee Handbook, including "Confidential Matters," "Conflicts of Interests" and "Disciplinary Action, Dismissal and Rules of Conduct" and Volunteer Handbook.
2. Do not create or share internet media communication that negatively impacts the *Pawsibilities* brand or reputation.
3. Do not discredit, disparage, challenge or defame the mission, services, public policy positions, operational or animal status decisions of PHSGA. Do not reveal any confidential or proprietary information about PHSGA.
4. Do not criticize individual staff or volunteer performance (by name, title or role.) Do not disclose the name or any personal identifying information of any staff or volunteer without his/her permission.

5. Do not discuss the behavior, history or medical records of animals in our care and custody that are involved in criminal proceedings (per the Employee Handbook.)
6. Do not discuss the behavior, medical condition, behavioral status, adoption or euthanasia status of animals in our care which could negatively impact the adoptability of that animal or of other animals in our care. Do not “lobby” for specific animals in our care in this public forum.
7. Do not post information that adversely reinforces negative breed-specific stereotypes.
8. Do obtain permission from the AED prior to posting the PHSGA logo, trademark, proprietary graphics, and photographs of the shelter, events, employees, volunteers, staff or animals.
9. Do create content or forward positive compelling content about animal rescue that builds support for the adoption of animals in our care with permission of the AED. Obtain permission before naming or referencing any animal in our care or before soliciting material of financial support for PHSGA.
10. When commenting on policy issues for which there is no official PHSGA position statement, make it clear that you are speaking for yourself and not on behalf of the organization. Write in the first person and do not use your work e-mail account.
11. Support PHSGA position statements on issues and public policy/legislation, but do not represent the organization as a spokesperson in the traditional media or on-line media without permission of the Executive Director.
12. Do not use social media for internal workplace communications, including but not limited to any disagreements or differences in the workplace.
13. Do not create or share Internet media communication that violates any local, state, federal or international laws and regulation. This includes uploading, posting or e-mails that: impersonate/misrepresent, infringe on copyright laws, and contain obscene or defamatory content, forward unsolicited/unauthorized (spam, junk mail, chain letters), and knowingly create or transmit software viruses, worms or other disabling codes.
14. This Policy pertains to external communication and does not negate nor limit employee protection under PHSGA’s internal “Open Door” policy.

Procedure:

PHSGA will regularly monitor the content of all of its social media sites. *Pawsibilities*, at its sole discretion may restrict, block, suspend, terminate, delete or discontinue any employee’s or volunteers access to PHSGA-sponsored Internet media sites at any time, without notices and delete postings.

Policy Administration and Interpretation:

The Assistant Executive Director will be responsible for administering and interpreting the guidelines and provisions of this policy. Any questions regarding the appropriate use of PHSGA-sponsored social media sites or your personal social media (Facebook, etc.) should be directed to the Assistant Executive Director.

By accessing, viewing and/or posting any content related directly or indirectly to PHSGA on any Internet media site, you accept, without limitation or qualification, the above terms of use. If you do not agree to the terms of this policy, you may not view or post any contact to any Internet media site on behalf of PHSGA, as an employee of *Pawsibilities*, the Humane Society of Greater Akron.

This is a mandatory policy for staff and volunteers. Sign-off and compliance is a condition of employment by PHSGA and violation will result in disciplinary action up to and including termination. Volunteer compliance is expected as part of the PHSGA Volunteer Agreement.

Printed Name

Date

Signature

Special Event Guidelines

For Those Who Want To Help Our Animals Become a



The Mission: ***Pawsibilities® the Humane Society of Greater Akron*** provides rescue, medical care, and rehabilitation services to abused, neglected and abandoned companion animals, preparing them for adoption by qualified owners. Additionally, ***Pawsibilities® the Humane Society of Greater Akron*** investigates and prosecutes animal cruelty cases; and supports the community through advocacy and its programs to educate and provide community service and volunteer opportunities to those concerned with the care, treatment and responsibilities associated with pet ownership.

In order to assist you in planning your event to raise awareness and funds for ***Pawsibilities® the Humane Society of Greater Akron***, we have developed the following guidelines for your fund raiser. We ask that if you use our name for your fundraising activities, you follow our guidelines and fill out all of the necessary paperwork.

Please complete this **Event Planning Form** at least 45 days prior to the scheduled date to be reviewed and approved, if you wish to sponsor a special event or promotional campaign to benefit ***Pawsibilities® the Humane Society of Greater Akron***. Until the event has been approved, no public announcements can be made and the event should not be promoted in any way.

Insurance and Liability:

Pawsibilities® the Humane Society of Greater Akron cannot provide liability insurance or coverage for your event. ***Pawsibilities® the Humane Society of Greater Akron*** cannot accept responsibility or liability of any kind for any activity or action resulting from your efforts or those of your organization on behalf of ***Pawsibilities® the Humane Society of Greater Akron***. It is understood that you are acting as a separate independent contractor and are in no way affiliated with ***Pawsibilities® the Humane Society of Greater Akron***.

Pawsibilities® the Humane Society of Greater Akron

Is Happy to Provide Help For Your Fund Raiser in the Following Ways:

- We will provide suggestions via phone and e-mail for possible events. Suggested ideas include: lemonade stands, bake sales, kids carnivals, spaghetti dinners and loose change collections at elementary schools.
- We will allow your event to use our logo and supply the logo via a jpeg file*
- We will provide your event with ***Pawsibilities® the Humane Society of Greater Akron*** printed materials and information when available.
- We will provide you, if needed, a proof of nonprofit status 501(c) (3).
- We will if possible send a ***Pawsibilities® the Humane Society of Greater Akron*** representative to your event.

- We will work with you to promote your event when possible.
- We will ask our volunteers to post flyers for your event to help spread the word.

Our Limited Resources Make It Impossible to Promise the Following:

- We cannot guarantee on-site staff or volunteer support at your event. (We have multiple events throughout the year often on the same day or weekend.)
- We cannot extend our tax exemption to you or provide insurance coverage for your event.
- We cannot provide giveaways or prizes for silent auctions.
- We cannot provide funding or reimbursement for event expenses.
- We cannot solicit sponsorship revenue for your event.
- We maintain the privacy of our donors but are happy to inform them, when possible, of all upcoming events to benefit HSGA.

Business Solicitations:

Pawsibilities® the Humane Society of Greater Akron relies on the generosity of local businesses throughout the year to provide vital support for our work. If your event plan includes soliciting local businesses for either cash or in-kind support, please include a copy of your prospect list with your Event Planning Form. Your prospect list will be reviewed by the Development Department to ensure your solicitations do not conflict with existing relationships or development plans.

*Any printed or web materials you create that use the *Pawsibilities*® the Humane Society of Greater Akron name or logo must be approved. Please provide copies of all publicity materials in advance to:

Pawsibilities® the Humane Society of Greater Akron
Attn: Heather Kinaitis, Special Event & Volunteer Coordinator
7996 Darrow Road
Twinsburg, OH 44087

Phone: 330.487.0333 ext. 232 email: hkinaitis@summithumane.org

Pawsibilities® is a registered trademark of The Humane Society of Greater Akron, serving Summit County.



Community Event Planning Form

Name of sponsoring/hosting individual, company or organization:

Contact Name _____ Phone _____

Address _____

City _____ State _____ Zip _____ Fax _____

Email _____

Company Web site _____

Describe your fundraising event: _____

Date of event: ____/____/____ Rain date: ____/____/____ (if applicable)

Start time of event: _____ End time of event: _____

Location: _____

Are you requesting that we attend with adoptable animals? Yes No

Expected attendance? _____

Target audience? _____

Expected Revenue Generated? _____

Are you requesting Donations of Food and supplies? Yes No
(If yes, we will provide a wish list of items.)

Have you or your organization ever conducted this event before? Yes No

If yes, date when ___/___/___ organized.

How do you plan to promote the event? _____

If applicable, please describe your plan for handling fees and donations: _____

If available, please attach a copy of event budget (include revenue, expenses and planned proceeds)

Please attach a copy of any companies you plan to solicit for donations and sponsorships.

If applicable, please list any other organizations benefiting from the event:

Contact Person Signature

Application Date

We are grateful for your desire to help the abused and neglected animals. Thank you on behalf of all of our animals.

Return to: Pawsibilities® the Humane Society of Greater Akron

Agreement of Responsibility

I/we understand that PAWSIBILITIES - the Humane Society of Greater Akron accepts no liability of any kind for activity or actions resulting from the efforts of you or your organization on behalf of PAWSIBILITIES - the Humane Society of Greater Akron. I/we agree to allow PAWSIBILITIES - the Humane Society of Greater Akron to approve any written copy, printed material and promotional items using the PAWSIBILITIES - the Humane Society of Greater Akron name or logo, prior to distribution. I/we understand that the event and any activities involved in the event must be in keeping with the mission of PAWSIBILITIES - the Humane Society of Greater Akron. I/we agree to indemnify and hold PAWSIBILITIES - the Humane Society of Greater Akron harmless for any claims for damages or injuries. It is agreed that all of the terms and conditions of the Special Events Guidelines form are incorporated herein as if rewritten.

***Attn: Heather Kinaitis, Special Event & Volunteer Coordinator
7996 Darrow Road
Twinsburg, OH 44087***

Phone: 330.487.0333 ext. 232 email: hkinaitis@summithumane.org

PHOTO AND VIDEO POLICY

Purpose. Staff and volunteers are frequently asked to assist PAWS by taking photographs and video of animals cared for by PAWS, as well as PAWS' staff and volunteers. These images are crucial to PAWS' work and ability to share stories and gain support of the community.

Internal Use of Photos & Videos

Photos that PAWS uses for any of our publications, online communications or other reasons should follow these guidelines (some exceptions apply and must be approved by department director):

- Dogs and cats must be wearing collars and preferably also an ID tag. Infant kittens or puppies do not have to be wearing collars/ID tags.
- In some circumstances, any person performing medical care on a cat or dog, puppy or kitten should be wearing gloves and possibly some other protective gear such as a mask and gown for animals undergoing surgery. Check with the Department Director.
- Any person working with a wild animal should be wearing gloves, and in some cases, other protective gear, such as goggles or a mask. Check with the Wildlife Rehabilitation Manager, Director or Naturalist.

Outside Request to Use PAWS Photo or Video

If a company, media outlet, website, blogger, educational institution, government agency, other non-profit or any other entity requests the use of a PAWS photo, notify your Department Director and our Community Relations Manager. They may ask you to gather some of the following info:

- Find out how the photo will accompany the story, exhibit, program, etc. and if it is in line with PAWS' messaging.
- Where is the photo going to be published? What publication/website? Within Washington State is ideal, then national, then international.
- How many uses are they requesting?

We generally will not give permission to use photos for companies to sell a product. We generally will give permission to certain other non-profits, museums or other educational institutions if it fits within our messaging.

Send the photo to the appropriate director for permission to release. If we do give permission to release the photo, send the photograph to the requesting party in writing (or e-mail) and specify:

- The name of the specified publication(s), website, etc.
- The number of authorized uses (one time use only or the number approved).

- o PAWS' copyright language as follows: Photo copyright PAWS, Lynnwood, WA, Year.

Use of Photos and Videos by Staff

"Work for Hire." When staff perform these services, they do so as "work for hire." This means that all photographs and video taken by any employee during his or her employment, which specifically relates to PAWS or the employee's duties, or which the employee develops with PAWS' resources, will be considered works made for hire by the employee for PAWS and will be the sole and exclusive property of PAWS. In addition, PAWS' staff are not entitled to additional compensation for the assignment of such photographs and images. All such images must be made available and readily accessible to PAWS. Staff shall not use any of these images for their own personal profit or commercial gain.

Restrictions on Use. Staff may use the images solely to perform assignment(s) for the benefit of PAWS, and will not use, disseminate or in any way disclose the images except as permitted in this Section. Staff may use images depicting animals or people in non-public areas, staff-only animals, or animals not available for adoption only with permission from a Department Manager or Director. Permission must be obtained in writing and must set forth the specific details of the use or dissemination. All areas of the wildlife center, except for the front lobby, and all areas of the dog-walking nature trail are non-public. Animals in foster care are generally not available for immediate adoption. Foster care staff will advise foster parents, staff, and volunteers of specific restrictions of each animal. Staff may share images depicting public areas and animals available for adoption, without obtaining permission, for personal use only (e.g., framing a photo of a special animal, emailing photos of animals available for adoption to friends and family, or posting photos of animals available for adoption on your blog or Facebook page).

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VOLUNTEER POLICIES AND PROCEDURES

COMMITMENT: Volunteers are asked to make a commitment to volunteer for a minimum of 6 months. You will be asked to commit to a particular shift and schedule (weekly or monthly) in the program that you are joining. The expectations to this policy include fostering and special events.

SIGN-IN PROCEDURE: Volunteer hours are recorded for the Department of Labor and to the IRS to maintain our non-profit status, as statistics for fundraising and insurance coverage, and to recognize you for your help. When volunteering here on campus, please remember to sign in and out. You will be shown the appropriate sign-in area for your program during your training. If you will be volunteering off-site, arrangements will be made to record your time.

INSURANCE: The Seattle Humane Society has arranged for state industrial accident insurance coverage through the Department of Labor and Industry for all volunteers. This insurance covers Humane Society Property. This insurance does *not* cover damage to your car while driving on Humane Society business. Your own auto insurance carrier should be contacted in case of an automobile accident in your vehicle. Only volunteers specifically covered by the Humane Society's automobile policy may drive Humane Society vehicles. All volunteers who provide transportation for Humane Society business will do so while in possession of a valid driver's license and will have liability insurance for bodily injury to passengers. If you are involved in any kind of accident, or receive any bite or injury, please report it to your supervisor immediately so s/he can administer first aid and initiate reporting procedures. For the safety of staff, volunteers, customers and the animals in our care, it is mandatory that all bites be reported to staff as soon as possible and properly documented.

MISSING A SHIFT: In the case of an absence, please contact your supervisor prior to your scheduled shift. If you do not know your supervisor's contact information, email volunteers@seattlehumane.org and that information can be given to you. Please give us as much notice as possible to allow us to find a replacement. Please let your supervisor know if you will be taking a vacation, as we will need to find a replacement.

CHEMICAL USAGE/INTERACTION: At the Seattle Humane Society, there are a variety of cleaners, disinfectants and detergents that are used on a daily basis. Each of our positions at the SHS, both staff and volunteers, will likely encounter these chemicals during the routine performance of our duties. Specific instructions will be provided by either an SHS staff member or a volunteer coordinator on the safe and proper use of these chemicals. If you have any questions regarding this information, copies of our chemical MSDS sheets are available for your review. Also, if you have been asked to use a product that you are not familiar with, please contact your staff supervisor and ask for proper instruction. We greatly appreciate the effort that our volunteers put forth and we want to provide a safe and enjoyable environment for you.

DRESS CODE: Volunteer t-shirts and sweatshirts are available for sale to all volunteers. T-shirts are \$10 and sweatshirts are \$16. If cost is a concern, please contact the Manager of Volunteer Services and confidential arrangements can be made. For safety reasons, long pants and close-toed shoes with non-skid soles are required when working with animals. Wearing a volunteer shirt and nametag is **required** while volunteering. Volunteers not adhering to the dress code will be asked to change or be excused from their volunteer shift that day. Please remember that you are just as much a representative of SHS as are our paid staff members.

CONDUCT: Volunteers are ambassadors for the SHS and are asked to adhere to all program policies and procedures. No possession or use of drugs, alcohol or weapons will be permitted. Smoking is not allowed on the SHS campus. Volunteers are asked to refrain from imposing religious or political beliefs on customers, clients, staff or other volunteers. Harassment of any kind or abusive behavior whether verbal or physical toward SHS staff, clients or customers will not be tolerated. In addition, volunteers are not allowed to represent the viewpoints of the Seattle Humane Society. Any volunteer making public

statements to the press or any members of the public that are intentionally or unintentionally inconsistent with a position taken by the Seattle Humane Society will not be tolerated.

CONFIDENTIALITY: Volunteers may be entrusted with sensitive and confidential information while volunteering. Information relating to SHS employees, volunteers, customers and donors is confidential. Volunteers are asked not to disclose or make any private use of such confidential information during their volunteer time at the SHS or at any time thereafter. Volunteers will be asked to sign a confidentiality agreement.

HOLIDAYS: The campus is closed on major holidays and some volunteer activities may be canceled. Please ask staff or Volunteer Services for information about a specific holiday or program.

OFF-LIMITS: Some areas of the campus are off-limits to non-authorized volunteers and staff for disease control or an animal's comfort. They include: all Vet Services areas, dog and cat isolation areas, and the holding area for newly admitted dogs. For your safety and that of the animals, please do not handle any animals other than those already screened for health/temperament and available for adoption.

COMPANION ANIMALS AND GUESTS: For reasons of disease control, safety and the comfort of the animals in our care, volunteers are asked not to bring their own companion animals with them during their volunteer shift on campus. Some exceptions can be made for the purpose of community education, but must be approved in advance by the Education or Outreach Coordinator. Volunteers are not allowed to bring guests, animal or human, while they are volunteering.

NEWSLETTER: All active volunteers receive the monthly newsletter *Heartline*. If you move or change your contact information, please let Volunteer Services know. *Heartline* is emailed to our active volunteers from volunteers@seattlehumane.org

VOLUNTEER TERMINATION: The Seattle Humane Society reserves the right to terminate a volunteer's service if, at the SHS's discretion, it is in the best interest of the organization and/or the volunteer. Possible grounds for termination include, but are not limited to: gross misconduct or insubordination; being under the influence of drugs or alcohol; theft of property or misuse of SHS equipment and materials; abuse or mistreatment of animals, staff or other volunteers; failure to adhere to organization policies and procedures; failure to satisfactorily perform assigned duties; and behavior which is deemed detrimental to the Seattle Humane Society.

GRIEVANCE PROCEDURES: If you are having a problem with the department or the program in which you are working, please speak to your supervisor or the Manager of Volunteer Services. Problems can usually be resolved and any suggestions for improvement you may have are welcomed. Volunteers are often in a good position to offer constructive criticism.

RESIGNATION PROCEDURES: Upon leaving the program for whatever reason, please contact your supervisor or Volunteer Services. We want to personally thank you for your time, skills, and commitment, and to be sure that you are not leaving because of any unresolved conflict which we can address.

INTERNET POLICY: You are legally responsible for content posted to the Internet and can be held personally liable for defaming others, revealing proprietary information, and copyright infringement, among other things. Seattle Humane policies apply to anything written in a personal site or blog, posted to the Internet, or uploaded to the Internet. You may not use personal postings to harass or threaten co-workers or to reveal confidential information. Embarrassing or unkind comments about other Seattle Humane volunteers, employees, clients, or competitors would also be inappropriate and may result in disciplinary action. You may not use SHS logos, or other images, nor make false or misleading statements about the organization's philosophy, services, opinions, or affiliations with other organizations. Exercise sound judgment when posting content.

Volunteers are crucial to our mission of bringing people and pets together. Should you have any questions or concerns, do not hesitate to contact either your supervisor or the Volunteer Services Department. Thank you for volunteering with the Seattle Humane Society!