

# Social Media Engagement Policy

Guidelines for our online community.

MASON DIXON
Animal Emergency Hospital

## About Our Social Media

The Mason Dixon Animal Emergency Hospital's (MDAEH) social media pages are dedicated to sharing stories, policies, educational content, and updates about our hospital. Anything posted on these pages should relate to our mission of providing animal services to residents of this community through emergency care.

We believe that saving animals and supporting each other through difficult emergency situations is a collaborative effort and, in that spirit, we require our community to participate on our platforms in a professional and friendly manner.

## Community Guidelines

**Please keep the following in mind when engaging with our social media pages:**

- Do not use profanity in your messages or comments
- Do not post personal attacks, or excessive and explicit criticism of fellow posters or other veterinary services
- Do not post personal attacks on our staff
- Anyone engaging with our social media pages must be 13 years of age or older
- Avoid excessive negativity, incitement, and/or approval of violent or illegal activities
- Do not post unlawful or objectionable content, including unlawful, harassing, defamatory, abusive, threatening, harmful, graphic, obscene, profane, sexually oriented, racially offensive, or otherwise objectionable material
- Do not post fake photos or misinformation related to MDAEH and its employees
- We do not allow advertising
- Please avoid spamming or off-topic material
- Do not use multiple logins or profiles for the purpose of disrupting the community

## Next Steps

Engaging with our social media pages is a privilege, not a right. We will remove content, and messages, and permanently block specific users who do not follow the above guidelines. The MDAEH reserves the right to delete any contribution that violates the collaborative spirit of our mission. We reserve the right to modify or expand the above guidelines, as necessary.

**We believe that social media is a powerful tool to help save animals and educate our audiences about topics related to animal emergencies. We are grateful you choose to engage with us and the life-saving work of our organization.**