



Social Media Guidelines

This Global Service Day is about bringing our Sacred Heart family together and sharing in a unified mission and day of service. More importantly, it's about engaging in outcome driven volunteer work, learning more about your community – injustices and the experiences of others – building relationships and sustaining relationships.

Media matters and as a Society we want you to share your Global Service Day experience with us and with your communities while also being cognizant of where you are and why you are serving. Technology and social media are great ways to share information and experiences quickly and effectively, however we do not want it to be a distraction during this Global Service Day. We urge you to be present to those you encounter on this day, keeping the project and your intended outcomes top of mind.

In addition, be aware that informed consent is necessary when taking and/or posting photos of others outside of your volunteer group. Please gain consent from adult individuals (or adult guardians in the case of minors) before taking or posting any photos.

Lastly, we ask you keep these few things in mind when posting on social media on Global Service Day.

Why am I posting?

We, as a Society, encourage you to use social media as a platform to uplift and educate. Before posting anything, think, *Why am I posting this? Who is benefiting from this post?*

It is important that you use social media not to uplift yourself, but to instead to spread awareness about your project, uplift the organizations you are working with and educate others about this particular organization and/or injustices affecting your own community.

Example Post:

Take a picture of the organizations sign or take a group picture with the organization's sign with or in the spirit of the caption below.

"Today, we are at/ working with ____*organization name*____. They strive to ____*mission statement*____. Our students (or we are learning about ____*issue or injustice affecting your community*____. If you'd like to know more or contribute, check out ____*organization website*____.

What am I posting?

Post and share about about: the organizations you are volunteering with, why you chose your specific project, something new you learned through your experience or about an injustice you learned about or witnessed.

Are you working with others in your community? If so, and if they are open and inclined to, offer someone else your camera and allow them to share the day from their perspective, what they see – this may spark up a conversation that you could then share about (with their consent) after project completion.

When am I posting?

Again, it's important that on Global Service Day, service is the focus. Please post before you begin volunteer work, during a break, or after you've completed your project.

For example, share a photo using some of or in the spirit of the captions below.

Before: "About to do service with *___organization name___*! They *___mission statement___*. We are looking forward to *___details about project___*!"

During: "We are in the midst of *___explain volunteer work___* with *___organization name___*. Check out the great work they do at *___organization website___*."

After: "Today I learned about *___a particular injustice affecting populations in my community___*. Check out *___organization name___* to learn more and get involved!"

Connection

When posting on Global Service Day, we encourage you to use the hashtags:

#SacredHeartService

#CoeurValues

#WeAreSacredHeart

#LoveIsOurMission