All Indiana Child Advocacy Centers and Multidisciplinary Teams should establish written guidelines for proper social media use both inside and outside the Center. You may consider using the following guidelines to protect yourself, investigations, children and families, victims, and the accused.

**Messaging**

* Never discuss an ongoing investigation.
* You may share news stories or other posts from partners such as Prosecutors or news media to promote your work but do so only after the case is final.
* Consider drafting or training your staff what not to post – like pre-release event plans, design plans, financial matters, internal operations, or legal matters.
* Decide how friendly you want your team members to be with local reporters.
* If in doubt, ask, and if in doubt still, declare a post as a personal opinion when it is from an individual.
* Speak to areas of expertise whenever possible – including on personal pages.

**Commenting**

* Don’t incite a flame war. Never wade into the comment sections of a news story or news post about a case or alleged crime. You’ll likely be speaking off-the-cuff and may misspeak.
* If a CAC needs to engage in a community issue, either to correct facts that are misleading about the work of the CAC or about general child abuse and prevention myths, consider writing a fully-formed post for the web or your local paper. Then share that. Use the highest platform you can access.
* Avoid deleting comments unless they are unintelligible, racist, sexist, or otherwise inflammatory. If something is just wrong, just respond and leave it.

**Tagging**

* Always double-check that the company or group you’re tagging matches who you intend. The easiest way to check is visiting their Page and looking at the URL. It will almost always end with their username, like facebook.com/acmeserviceinc. Then when you post, tag the username with @acmeserviceinc. This is great for donors.
* Staff are more likely to be interested in commenting on other posts as themselves than a CAC’s primary account is. As such, ask staff to tag your CAC in comments. It can help drive more followers to your page.

**Photos and Videos**

* Never upload media of clients to the web. Photos with people are more engaging, so be careful even when using photos of your own kids for promotional purposes.
* Photos of offenders are public record, but as a matter of high approach, use photos only once a guilty plea or conviction has been obtained.
* Do not assume every staff member is comfortable having their likeness associated with a CAC. They may fear for their safety and prefer not to heavily associate themselves. Ask for permission.