



Adventure Guides Social Media Guidelines

The YMCA of Orange County recognizes that social media sites have become important and influential communication channels. The purpose of this document is to outline the YMCAOC social protocols on all Y and Y affiliated social media accounts.

Socialize well on YMCAOC!

Follow these simple tips:

Positive Voice



When you post about the Y you are the voice! And the YMCAOC voice is one that is determined, nurturing, genuine, hopeful, and welcoming. Our words are positive, energetic, and enthusiastic.

Always Protect



Take extra care to protect YMCAOC yourself and those in the photos. Give credit when sharing someone else's content and get permission. Ask before you share and always confirm you have a photo waiver.

Be Honest



Your presence on social media must be transparent. If you make a mistake, admit it and correct yourself quickly.

Be Responsible



Respect privacy and dignity. Never share confidential information about YMCAOC's employees or volunteers or use their image without consent.

Honor Our Differences



The YMCAOC will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

What to Share!



Do Share

- Photos of events
- Photos of members
- Photos of location of event
- Achievements
- Accomplishments
- Celebrations
- Reasons why someone should join AG
- Memories



Don't Share

- Photos of members who are engaged in questionable activity.
- Comments intended to demean, harm or make fun of another member or YMCA staff member.
- Any verbiage or reference to the former naming of Indian Princesses or Indian Guides.
- Don't assume members of your group are okay with your posts. Ask first then post!