



We need to help... We just HAVE to help!

It's in our souls. Be the LIGHT that helps others see

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Heaven-Sent Community Services and Veterans Assistance, Inc.

Social Media Policy

1. Purpose

This Social Media Policy provides guidelines for how Heaven-Sent Community Services and Veterans Assistance, Inc. (“Heaven-Sent” or the “Organization”) uses social media to share our mission, protect the people we serve, and safeguard our reputation. It applies to official organizational accounts and to staff and volunteers when they speak online about Heaven-Sent or its work.

2. Scope

This Policy applies to:

- All social media accounts created and managed on behalf of Heaven-Sent (e.g., Facebook, Instagram, X/Twitter, YouTube, LinkedIn, TikTok, and similar platforms).
- All employees, board members, contractors, and volunteers who create or approve content for Heaven-Sent social media accounts.
- Employees and volunteers when they identify themselves online as being associated with Heaven-Sent or when a reasonable person could see their comments as reflecting on the Organization.

3. Goals for Social Media

Heaven-Sent uses social media to:

- Share stories of hope and impact for Veterans, seniors, individuals with disabilities, and their families.
- Provide accurate information about our programs, events, and volunteer opportunities.
- Thank donors, partners, and volunteers.



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- Encourage prayer, community support, and generosity.
- Promote safety during disasters and share relevant updates from trusted partners and agencies.

All posts should reflect our faith-rooted values, respect the dignity of the people we serve, and align with our mission.

4. Official Accounts, Access, and Roles

- The Executive Director (or designee) authorizes the creation of any official Heaven-Sent social media account.
- Login credentials for official accounts are stored securely and shared only with authorized staff or volunteers.
- A designated staff member (or team) is responsible for day-to-day posting and monitoring.
- When practical, at least one other authorized person reviews high-risk posts (e.g., crisis communications, public responses to controversy) before they go live.

5. Content Standards

Posts from official Heaven-Sent accounts must:

- Be truthful, respectful, and mission-focused.
- Protect the privacy and confidentiality of clients, especially Veterans and individuals in crisis.
- Use plain, compassionate language; avoid jargon or acronyms without explanation.
- Obtain written permission (and photo releases when required) before sharing identifiable photos or stories of clients.
- Avoid posting sensitive details about a person's health, trauma, legal issues, or financial situation.

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The following content is not permitted on official accounts:

- Hate speech, harassment, or personal attacks.
- Discriminatory, sexually explicit, or otherwise offensive material.
- Political endorsements or opposition to specific candidates or parties.
- Promotion of personal businesses, unrelated fundraising, or non-approved causes.

6. Personal Use by Staff and Volunteers

Heaven-Sent respects the right of staff and volunteers to use personal social media accounts. When doing so:

- Do not share confidential or identifying information about clients, donors, or internal operations.
- Do not present personal opinions as official positions of Heaven-Sent.
- If you identify yourself as affiliated with Heaven-Sent, conduct yourself in a way that is consistent with our Code of Conduct and values.
- Do not use Heaven-Sent logos, branding, or photos in a way that suggests endorsement of personal views, products, or political positions.

7. Privacy, Confidentiality, and Consent

- Client stories or images may only be shared with appropriate consent, following Heaven-Sent's privacy practices and any funder requirements.
- Do not discuss specific cases, housing situations, benefits claims, or health issues in ways that could identify a client, even indirectly.



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- When in doubt, share de-identified stories (no names, no faces, no specific locations) or obtain written consent before posting.

8. Security and Account Protection

- Use strong, unique passwords and two-factor authentication (when available) for all official accounts.
- Immediately report suspected hacking, phishing attempts, or unauthorized posts to the Executive Director or designee.
- Promptly update passwords when staff or volunteers with account access leave the Organization.

9. Responding to Comments and Messages

- Respond to comments and messages in a respectful, timely, and helpful manner when possible.
- Do not provide case-specific advice or private information in public comments.
- If someone appears to be in crisis (e.g., expressing suicidal thoughts), respond with compassion and direct them to emergency services or appropriate crisis resources; do not attempt to provide clinical care online.
- The Organization may remove comments that are defamatory, discriminatory, threatening, spam, or otherwise violate this Policy.

10. Compliance and Consequences

- Use of social media in connection with Heaven-Sent must comply with this Policy, the Code of Conduct, and applicable laws and regulations.
- Violations may result in removal of posting privileges, disciplinary action, or termination of service or employment, consistent with personnel policies and volunteer guidelines.
- Concerns about misuse of social media should be reported to a supervisor or the Executive Director.

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11. Review and Updates

This Policy will be reviewed periodically and updated as needed to reflect changes in social media platforms, laws, funder requirements, and organizational needs. Any material changes require approval by the Board of Directors or its designee.

Adopted by the Board of Directors of Heaven-Sent Community Services and Veterans Assistance, Inc. on the _8th_ day of _January_____, 2026