

28. Social Media Guidelines

When posting presentations, photographs and comments on Quilts of Valour social media, Representatives and Presenters must be mindful that what they post reflect on the organization. **Posts must be professional, respectful and kind.**

Note: It is not mandatory for QOV presentations to be shared to social media.

Respect the privacy and confidentiality of the Quilts of Valour - Canada Society and its stakeholders. Do not share financial data or other legal information of the organization on personal social media accounts.

Verbal consent from all persons in a photo is required before posting the photo on Facebook/Instagram. *This includes family members and guardian consent for children.

Do not include a recipient's service number, medical history, or nature of injury/illness that has prompted the presentation of a quilt. Medical information should not be shared, with limited exception, and not without the express wish of the recipient. Limited exceptions would include a recipient who is also raising awareness of a related program or cause.

If the recipient would like to include details of their time in service, tours, locations, etc., let them know they are welcome to make their own post on our social media page.

Posts should be concise. 4-6 sentences are usually all that are needed. **Describe only the presentation, and do not include other organizations or names unrelated to the post and/or pictures.**

Example of a Facebook Post:

Trooper Don Smith served with the Royal Canadian Dragoons from 1942 - 1946 and was involved in the liberation of the Netherlands. On October 31, he received his Quilt of Valour from Susan Brown of Ottawa, in the company of his family. Thank you, Mr. Smith, for your service to Canada. May the hugs stitched in this

quilt give you comfort, strength and love. Thank you, Southshore Quilters Guild, for this beautiful quilt.

Use spell check. Quilts of Valour - Canada is the correct spelling, not Valor which is American spelling.

Avoid using abbreviations, either omit it, or write it out in full.

Photograph the quilts

If the recipient does not wish to have their photo or information shared on social media, remember that you can still share a photo of the quilt that has been presented, along with recognition of the quilters and volunteers who participated in making it.

Recommended Hashtags

#QOVC #QuiltsofValour #CanadianVeterans #FromaGratefulNation #veterans

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