

Camp Fatima of New Jersey

Social Media Policy

Overview:

Camp Fatima of New Jersey is a safe, inclusive, and welcoming environment for campers and volunteers. All social media content must reflect our mission.

As a nonprofit organization that relies on the generosity of benefactors, social media (1) increases awareness of Camp Fatima, (2) further promotes fundraising efforts, and (3) drives impactful donations. Our volunteers, alumni, benefactors, and camper network must adhere to the policies below. These policies protect the integrity of our organization, showcase the wonderful work of our volunteers, and highlight the joys of Camp Fatima in a manner that maximizes the privacy and safety of all attendees.

The policy applies to all digitally curated content regardless of platform or audience size, including Camp Fatima's official website, Instagram, Facebook, Twitter, YouTube, TikTok, LinkedIn, and any other websites or shared content.

1. Using Official Accounts

- **Official Accounts:** There are several official Camp Fatima of New Jersey social media accounts; please be sure to like, follow, and engage with these accounts:
 - Facebook: <https://www.facebook.com/OfficialCampFatimaNJ/>
 - Instagram: <https://www.instagram.com/campfatimaofnj/>
 - YouTube: <https://www.youtube.com/channel/CampFatimaofNewJersey>
 - LinkedIn: <https://www.linkedin.com/company/camp-fatima-of-new-jersey-inc>
- It is strongly discouraged for programs to create their own social media accounts. Content about programs must be prioritized on the official social media channels to increase awareness of the work that Camp Fatima volunteers do and the joy that programs bring to participants. Pride in participation is excellent! Volunteers, campers, and their guardians are permitted to post photos, content, and fundraising event information on their personal accounts and tag the official accounts listed above.

2. Camper and Volunteer Privacy

- Through the application process, volunteers and campers provide annual written consent for Camp Fatima to use their images in promotional materials, including social media.
- **Nametags:** All volunteers and campers wear nametags during Camp Fatima programs to manage medication and promote familiarity. These nametags are often visible and legible on film. *All nametags must be covered or blurred in photos/before posting on social media or using imagery in any marketing materials.* A camper's nametag must not be visible in the photo.

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- **TIPS:** Use the “blur” or “draw” feature on an iPhone/Android device to blur or cover a nametag. On Instagram or Facebook, adding an appropriate sticker over the name tag is also acceptable.
- **Beware of the Background:** Please be mindful of the background of photos posted to social media. Be sure there are no visible nametags, no unflattering facial expressions of those in the background, no inappropriate gestures, etc.
- **No Photos in Sleeping Quarters, Bathrooms, or Infirmary:** No representative of Camp Fatima may post images of a camper/volunteer in the sleeping quarters of our cabins, in bathrooms/bath house, or in the infirmary.
- **Permission/Respect:** We encourage all volunteers to keep this in mind when taking photographs and posting to social media. When in doubt, ask someone if they would like to be included in a photograph. If they cannot respond, politely ask their counselor/family/caregiver if they can be photographed/posted.

3. Tagging, Hashtags, Following, and Sharing

- **Tagging:** Tagging the official Camp Fatima channels in content on social media maximizes the organization’s visibility and introduces Camp to new audiences.
- **Hashtags:** Hash-tagging #campfatimanj and/or #fatimagic helps categorize posts, increase engagement with our target audience, and build our brand.
- **Image Collection:** Representatives of Camp Fatima may share images and videos (that are appropriate for social media or marketing materials) with the Marketing Committee. The options to share content include:
 - Via Fatima’s website: <https://campfatimanj.org/share-your-photos-with-us/>
 - Via Email: media.campfatimanj@gmail.com

4. Social Media Usage During Camp Fatima Programs

- **Volunteers:** Camp encourages volunteers to remain as present as possible during their time at Camp Fatima and to avoid using their phones for social media, email, text/calls, etc. during activities, meals, and programming. Volunteers may capture a moment on their phone, but must wait to share during a break, in the evening, or after the session concludes. Staff must model appropriate cell phone use during all Fatima programs.
- **Summer Campers:** Camp directors and resource staff mandate limited device access during programs unless it is a camper’s mode of communication. Families, guardians, and campers must discuss this with the directors prior to camp or during check-in. Counselors must follow-up with the directors upon camper file review.
- **Adult Weekend Campers:** Adult campers may utilize their cell phones during programs; however, staff must encourage campers to engage in activities and avoid usage of their devices during the day. Staff should discuss concerns with the Directors or Assistant Directors.

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5. Language

- **Word Choice and “People First Language” (PFL):** As is current accepted practice in the developmental disability community, representatives of Camp Fatima must utilize “People First Language” (“PFL”) when discussing, posting, or speaking about the entire camp population, unless an individual with a disability specifically directs you to use disability-first language. PFL puts the person before the disability and describes what a person has, not who a person is. For example, a camper with epilepsy instead of an epileptic camper. PFL uses phrases such as “person with a disability,” “individuals with disabilities,” and “children with disabilities,” as opposed to phrases that identify people based solely on their disability, such as “disabled kids.” This type of language reinforces that people with disabilities are human beings. Since society tends to view the disability community as inferior, PFL ensures all representatives of Camp, regardless of disability, are treated with respect. Additionally, placing the person first and the disability second eliminates stereotypes that can form. It emphasizes the individuality, equality, and dignity of all individuals. No representative of Camp Fatima is permitted to use the phrases, “afflicted with,” “suffers from,” “in spite of,” or “victim of” as it denotes tragedy, illness, and other negative connotations.
 - Representatives of Camp Fatima may direct their questions to the Board of Directors or Marketing committee: marketing@campfatimanj.org
- **Describing Camp Fatima:** Please refer to the official Camp Fatima of New Jersey webpage for proper verbiage and descriptions.

6. Fundraising Efforts and Promotion on Social Media

- **Fundraisers:** All fundraisers, whether sponsored by or benefiting Camp Fatima, must reflect the mission and values of the Organization.
 - **Official Camp Fatima Sponsored Fundraisers:** These fundraisers require verification and oversight from the Board of Directors: Fundraising. The Marketing Committee will review and approve all marketing materials for the event. The Board of Directors and the respective committees will coordinate the event in its entirety. The camp’s official social channels and website will be updated for all upcoming sponsored fundraisers.
 - A representative of Camp must contact fundraising@campfatimanj.org and marketing@campfatimanj.org if they have a fundraising idea for Camp Fatima to sponsor.
 - **Friends of Camp Fatima of New Jersey Fundraisers:** Fundraisers under the label "Friends of Camp Fatima of New Jersey" may be advertised prior to the event through Camp Fatima’s official channels. These fundraisers are organized by individuals or groups who support the camp but are not officially sponsored by Camp Fatima. However, they must align with the mission and values of the Organization.

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- All advertising and marketing materials for these events must reflect Camp Fatima's values and include the phrase "**Friends of Camp Fatima of New Jersey**" in the official event title (e.g., "**Friends of Camp Fatima of New Jersey – 2050 Somerset County Golf Outing**").
- The Marketing Committee will promote these fundraisers through the camp's official social media channels and website upon confirmation of the event. Event organizers are required to contact marketing@campfatimanj.org for assistance and to adhere to the guidelines provided.
- **Fundraisers Benefitting Camp Fatima of New Jersey:** Camp Fatima encourages all representatives of the Organization to hold fundraisers in their community that benefit Camp Fatima. These fundraisers require the organizer to handle all marketing efforts; however, the Marketing Committee can review or provide guidance. **The official event title and all marketing efforts must include "Proceeds to benefit Camp Fatima of New Jersey."** (i.e., "**2050 Somerset County Golf Outing – Proceeds to benefit Camp Fatima of New Jersey**") The official Camp Fatima logo must be utilized. Representatives can obtain the logo from the Marketing Committee.
 - Benefitting Fundraisers will not be advertised prior to the event. After the event is over, Fundraisers must either tag the official social media channels or share the details of the event. The Marketing Committee will then highlight the benefit on all official social media channels.
 - If a representative of Camp Fatima requires guidance or support on fundraisers that benefit Camp Fatima, they should email fundraising details and timelines to marketing@campfatimanj.org
- **Event photos:** All photos of any fundraising event posted to social media must adhere to the policies above and reflect the values and mission of Camp Fatima of New Jersey.

Adopted: May 3, 2023