

Social Media Guidelines for Volunteers

We encourage all of our volunteers to be champions of BluePath on social media platforms. The notes below are intended as general guidelines.

Have fun and post wonderful things about your dog 😊

Everyone loves to see photos and videos of our gorgeous dogs. Be mindful that your post positively represents BluePath – i.e., ensure your dog looks happy and relaxed and the behavior highlighted is aligned with the standards of our training program.

Protect personal information

Never post a photo of your dog with people without asking for permissions. To use a photo of your dog with a child, you must receive at least verbal consent from a parent or guardian.

We celebrate whatever path each dog chooses to take, but it is important that BluePath is able to communicate directly with raisers, fosters, and anyone with a personal association to the dog before such information is released publicly. Raising and fostering future service dogs is a wonderful, but emotional process. Always remember to be sensitive to your fellow volunteers on and off social platforms.

When in doubt, always ask us. If we've posted something on the BluePath platforms, it's always OK to share on your personal social media.

Be responsible

BluePath is a nonpartisan organization. The BluePath brand may not be used to promote a political party, view or policy. In addition, the BluePath brand may not be used to endorse a company or product without a prior agreement in place.

If you're asked a question about BluePath that you're unable to answer, please first refer to our general fact sheet. Reach out to us anytime if you need additional information.

Contact us at info@bluepathservicedogs.org:

- If you receive an inquiry from a professional media outlet.
- If you have a top-notch photo or video to share; we may want to post it too!
- If you see something on social media that you think we may want to respond to.
- Anytime you have a question or concern.

Thank you for volunteering with us!