

Social Media Policy

We hope you will share your involvement with CASA on social media. However, it is important to keep any information that might be linked to a specific case or client youth off social media. We discuss some of the currently most popular social media in this policy, and these ideas apply generally to all social media, as the landscape is changing every day.

Follow SFCASA!

Please follow SFCASA on our social media channels! You'll see relevant articles, upcoming event info and more.

Twitter: @sfcasa

Facebook: www.facebook.com/sfcasa

LinkedIn: www.linkedin.com/company/3796709

Instagram: <https://www.instagram.com/sanfranciscocasa/?hl=en>

Please retweet, like, share, or repost - it helps us spread the word and recruit new volunteers.

Communicating with youth on Social Media

As a general rule, please do not connect with youth or their families through your personal social media account while you are a CASA. It might make sense to create a confidential "burner" social media account (set as a private account) to be in touch with the young person you serve. Below are a few such scenarios:

- If the youth does not have access to a phone, social media might be the only way to get in touch with them. Before connecting on social media, you must consult with your Case Supervisor and make sure your privacy settings are up to date.
- If the youth is away from or out of their placement and is not picking up their phone or reachable at your regular points of contact, ask your Case Supervisor if it's appropriate for you to reach out to your youth via social media.

If the youth initiates contact with you on social media because their phone has been confiscated or lost, try to find other ways to contact them until their phone is recovered (set up a zoom call, call their home, send email, send notecard).

If, after consulting with your Case Supervisor, you are communicating with the youth through social media, please follow these guidelines:

- Avoid discussing information that is personally identifying, incriminating, or can be linked back to the youth's case. You must always maintain confidentiality.
- Do not discuss details specific to the case (hearings, attorney, social worker...etc.)
- Do not save or share photos of the youth on your social media account or your phone. Without the permission of the child's guardian and or NMD youth, images of youth may only be saved to be included in a Court Report per SFCASA's Photo and Video Policy.
- Use social media only to check in around the youth's whereabouts, emotions, or mental state

- When using social media, try to limit the duration of each conversation to a few minutes. Use this time to establish a place and time to meet in person, or another way to be in contact.
- Please do not use Twitter. Facebook Messenger, WhatsApp. Instagram Direct Message is more private and more secure.

You must always maintain confidentiality.

While it can be very tempting, and while the youth may ask you to have a longer conversation via social media, please explain to them that avoiding longer discussions, especially those that include details related to their case, is to protect them and their privacy and safety. If you suspect they are in immediate danger, contact your case supervisor and refer to the [Emergency Procedure Guide](#).

Some sample points to make when talking with the youth about social media:

Thanks for reaching out! Does it work for you if we connect by text (or phone, facetime...etc.)?

It's SFCASA policy that we don't DM (direct message) on social media - to protect your privacy and safety. You OK if we set up another way for us to connect?