



MATZEVAH מצבה

REMEMBERING - RESTORING - RECONCILING

Social Media Guidelines 2016

Social media is key to the work of The Matzevah Foundation (TMF). We want to use it with strategy and focus. The information we share can be a powerful tool to create awareness, educate, and encourage people to join us in our work. Facebook and Instagram are our primary social media outlets and Twitter is our secondary outlet. The following guidelines are designed to help each TMF project to use social media in the most effective way possible.

1. Each TMF Project Team Leader will appoint one person on the team as the designated **Social Media Advocate**. This person should exhibit:
 - a. **Passion** to proclaim the work we are doing
 - b. **Vision** to recognize the opportunities that are occurring
 - c. **Skill** to show what TMF is doing (through photography, writing, having an “eye” for it)
2. The Advocate must have personal access to a smart phone while on the project.
3. While on a project, the Advocate will be responsible to photograph and video appropriate aspects of the work. Ideas include, but are not limited to: volunteers working in the cemetery, matzvot, activities the team participates in, cultural scenes such as landscape or cityscape, historical sites, etc.
4. A minimum of one post is required per day of the project. An additional 2-3 would be great.
5. If at all possible, try to obtain release forms from the local volunteers you are working with that are in your pictures. If logistics keeps you from getting a form signed or the person shows no interest, that is no problem. Do not worry about asking again or forcing the issues. A copy of the release form is below. Please print off and take several copies with you. Turn in signed copies at the upcoming TMF semiannual meeting.
6. To make a post:
 - a. If the Advocate is a TMF social media authorized user, make the post through your normal process.
 - b. If the Advocate is not a TMF social media authorized use, please run the pictures and descriptions by your Project Leader and then email the pictures to: rachel.mcrae@matzevah.org who will post on behalf of your team. Please include a short description of what is happening in each picture.

Additional notes:

- If internet is not available where you are staying, please send pictures whenever you might gain access. Do not stress over not being able to send updates daily! We understand that internet might not always be available.
- If you post on Instagram, please also share that post to Facebook
- Please share the TMF social media outlets with volunteers and local friends you get to know during the course of your project. And, share them with friends and family at home who can follow your trip while you're away!
- TMF does not pay for data usage or internet time. We trust that the Advocate will see this as part of their volunteering with TMF.

Be sure to follow us!

Facebook: facebook.com/Matzevah

Instagram: instagram.com/matzevahfoundation

Twitter: twitter.com/matzevahfound



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Photo/Video Content Release Form

I, the undersigned, grant The Matzevah Foundation, the permission to use and publish photographs, audio recordings, and/or video recordings of me for promotion, editorial, or any other purpose. I give permission for the work to be altered, combined with other photographs or combined with any printed, visual, or audio material. These materials might include print or electronic publications, web sites, or other electronic communications. I further agree that my name and identity may be revealed in descriptive text or commentary in connection with the content. I authorize the use of these images or content without compensation to me.

Signature: _____

Date: _____

Email (optional): _____