

## COTA Social Media Guidelines for Community Campaigns

*Please read carefully and communicate this information with your volunteers.*

A key piece of the transplant journey is communication, which includes sharing health updates, success stories, challenges and COTA fundraising opportunities. Tablets, smart phones and wireless internet all simplify information sharing. While email is a great method of directing people to a COTA community campaign website, social media may provide optimal benefit and maximum outreach. **COTA's Social Media Guidelines** should be read and reviewed by all community campaign volunteers to maintain appropriate social media updates regarding fundraising, event promotion and patient health status.

**Why is this so important?** Once text or imagery is posted, it cannot be 'unseen'. As a COTA community volunteer, consideration of a patient's/family's wishes must be a priority. Likewise, posting incomplete or ambiguous information may result in questions that take away from fundraising success.

The table below shows some examples to help you understand what social media outreach is appropriate.

<b>Not To Do</b>	<b>To Do</b>
Create a social media page (i.e. Facebook, Twitter, Instagram, etc.) that is not regularly monitored, or does not work in partnership with a COTA community campaign website.	Use a social media page to complement a COTA website. Regularly monitor postings and updates for accuracy, and include links to the COTA website to encourage donations. Include a link on the About or Bio section of the social media profile to the COTA campaign website.
Post photographs the COTA patient and family would not approve of, or share information the family has not personally generated or approved.	Use pictures that depict truth and emotion, but also those that will be catalysts for contributions. Be sure every post is grammatically correct and factual, and communicates an important message to followers and potential contributors.
Create events or share pictures on social media and <i>not</i> duplicate the information on the COTA community campaign website.	Promote the COTA community campaign website as the primary source of information because it also provides COTA donation opportunities. Always remember to pre-approve all event details and promotional pieces through <b>CampaignInfo@cota.org</b> .
Leave the social media page(s) separate from a COTA community campaign website.	Link the social media page(s) to the COTA community campaign website. Consider an embedded Facebook feed. For assistance, contact <b>CampaignInfo@cota.org</b> .
Share COTA campaign fundraising information in a non-compliant manner.	Utilize COTA's Vital Communications and Information Form to create posts that comply with COTA and IRS guidelines. Send drafts to <b>CampaignInfo@cota.org</b> .

COTA shares patient and community campaign stories through its own social media efforts ([Facebook](#), [Twitter](#) and [Instagram](#)) and ongoing communications with contributors, volunteers and supporters. Be sure to tag **COTA** in your social media posts that refer to fundraising – and any other posts as necessary. Use the hashtag **#COTAHope** to allow anyone looking for COTA-related posts to easily find information about your COTA patient and community campaign. Any photographs or information used by COTA community campaigns on social media or COTA websites may also be used in online and printed COTA communications. COTA will make every effort to communicate its intention of sharing photographs and patient updates with families and community campaign coordinators.

Again, please regularly communicate and reaffirm COTA's Social Media Guidelines with your volunteers. Before announcements, flyers and details about fundraising events are published in written form, on the COTA community campaign website or in social media, approval is required by emailing the final document to **CampaignInfo@cota.org**.