C.A.R.E. Centre For Animal Rehabilitation and Education

INSTAGRAM & FACEBOOK RULES

C.A.R.E. is an organization dedicated to the rehabilitation and release of injured and orphaned wildlife. Therefore, it is of utmost importance to protect both the wildlife in our care and the images we portray to the public regarding what we do. While we like to share photos of the great work we do and the cute animals, it is of utmost importance that we are careful what we share publicly or privately on social media and elsewhere.

Please comply with the following policy of C.A.R.E. regarding social media use and posts (also see the social media guidelines attached to the indemnity form).

OUR ETHICS OF POSTS:

1. Not promoting the pet trade
2. Being informative, factual
3. Promoting high animal welfare
4. Promoting the need for animals to be protected, keeping wildlife wild and raising baboons for release
5. Not showcasing lots of animals in cages
6. Keeping it natural
7. Promote the volunteer program; jobs we do, providing good nutrition, bottle making, enrichment (natural only)
8. Promote veganism / vegetarianism (don't put pics of the baboon's meat supplements)
9. Promote sustainable, ethical and local living; highlight local labour, local farm support with the food we buy
10. Promote planting trees and baboons eating natural foods; seed pods / seed dispersal
11. Workers should always look clean and presentable as should volunteers with CARE clothing on.
12. Be aware of Grietjie landowners following the page; many don't like CARE and would love to see us closed down and also Griejtie has rules which we should ensure we aren't breaking (esp in photos of Social Media; so be aware of noise control; rubbish / alcohol (esp on Game Drives), avoid images of the chickens as they are trying to stop people keeping them (at least no one is allowed cockerels) they also are trying to enforce a max number of dogs rule.. I think 3 was the suggested number.
13. Be aware of Nature Conservation Following our page; so avoid controversy / keep in line with our ethics and always promote our standard operating procedures for Nursery / incoming baboons; always say "Nursery Quarantine", baboons get TB tested upon arrival, vet clearance, anti-parasite meds; basically always ensure people can see that animals are "quarantined" and kept healthy / that we have policies / procedures to maintain controls / high standards of care / health / nutrition / welfare / keeping wild animals wild

DO'S AND DON'TS

1. Stick to as natural as possible images OR volunteer outings / trips / group pics (happy faces!)
2. No photo of humans directly interacting with baboons ideally, except in Phase 1 where the CARE logo is very obvious & don't put photos of babies touching human mouths
3. No dummies, bottles, props with babies ideally; and no human feet/items in the background (unless babies are infants – so under 4 weeks old, and it is obvious they really need it for comfort; caption as so)
4. Wildlife rehabilitators should only be shown properly caring for and/or releasing animals in their care (no kissing, snuggling, or face contact),

5. No photos should ever be used that show animal(s) in common living space, with household pets, or in a situation where the treatment or behavior appears to be like that of a pet,
6. Photos should regularly explain what is being done (i.e. "feeding an injured orphan"),
7. No photos of baboons in Phase 2 enclosures unless; no mesh is present, no poles are present unless they are very clean, no cement floor present unless a good amount of grass on top, no scraps of food present (unless very fresh), no waterdam present unless just cleaned and has no green on it (so best to stick to portraits / close ups)
8. No photos of P2 with hay on the ground / rubbish on the ground / junk piles / water on the floor
9. If taking photos of troop clean; try to take pics when you are pretty much finished so it looks quite clean
10. No photos of enclosures where you can also see wild baboons / animals next to it (except elephants); so no pics of longtits with cages in the background.
11. No photos of wild baboons doing controversial things / on vehicles / eating stolen food / with feedsacks / with any human items; stick to natural images
12. No photos of longtits with cages in the background
13. No photos of singly housed baboons (even Patats / Stevie)
14. No images of vets sedating animals, vaccines are ok but don't include the vets face (often they aren't registered to legally work in ZA), no images/videos of the darting, no photo/video of baboons in the clinic cages / no highlighting baboons which are sick due to unknown cause / parasites (check before posting any veterinary related information)

CAPTIONS:

1. ALWAYS Caption, explain and link back to the website
2. Always use the word "orphan" before baby baboon (if referring to orphan; e.g. Orphan baby baboon NAME – if referring to surrogate baboon mum use "potential surrogate baboon mum", or "surrogate baboon mum"; never just put baboon mum, as the audience may think it is the paternal. For humans; the volunteers are always "Volunteer Care-Giver", surrogate humans can be called "Primary CareGiver" – avoid "human surrogate mum" as this is less professional / humanising
3. Avoid using the word "1-1" when describing enclosures as that word it unique to people here at CARE, for the social media audience describe it as; "enclosure adjoining the main enclosure"
4. Avoid using the word "cage"; prefer to use "enclosure"
5. Always caption appropriately Try to be informative; either of the process and / or of baboon facts (especially good to cite work with scientific papers)
6. IF you don't know the facts don't guess; ask or avoid
7. Always link to donate page; www.primatecare.org/donate
8. Hashtags which are mandatory; #primatecare #notpetsnotpests and a volunteer related e.g. #volunteersneeded #volunteerinafrica
9. Always TAG the location as C.A.R.E. Centre for Animal Rehabilitation and Education (check it's the right place)
10. Use proper English and be grammatically correct; use a spell checker and have someone check if you are unsure.
11. IF you notice someone else posted with typos / gramma / punctuation errors immediately correct

COMMENTS / CAPTIONS ETC:

1. Immediately delete rude comments; don't respond, just delete

2. If a post is getting a lot of negative comments, re-assess the photo and decide is it inline of our ethics; high animal welfare, raising animals for release, keeping wild animals wild, not promoting the pet trade; and decide if you should rather delete the post.
3. If you see Management tags, or questions, send them to Management to reply (can send them back to you for copying and pasting or reply themselves)
4. If anyone asks info on volunteering direct them to email info@primatecare.org or visit the website where they can submit a contact form www.primatecare.org/volunteer
5. **Never post discriminatory, offensive** content and commentary.
1. **Correct or remove** any misleading or false content as quickly as possible.

Remember you are trying to promote CARE doing a good job for baboons, conservation and being an awesome volunteer experience with a varied audience; from scientists, nature conservation, reserve management, fellow critics to volunteers and donors

Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate. But if it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, discuss with manager.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.

Be external. You don't have to be 100% internally focused. Link to other blogs, videos, and news articles. Share what others have to say – but avoid other rehab centres in ZA as theres a lot of politics too lengthily to put here! Do share other conservation news though, esp concerning primates.

Post frequently but quality over quantity

Try to relate back to OUR WEBSITE; adoption page, donate page, volunteer page, sponsor a troop page, sponsor a vaccine page, sponsor a troop page

Separate opinions from facts, and make sure your audience can see the difference.