



## AMBASSADOR ORIENTATION MANUAL

### **SOCIAL MEDIA CONDUCT**

VicTory 4 Kidz ambassador/staff must communicate on social media sites professionally and respectfully, just as VicTory 4 Kidz would expect them to communicate were they present in person. All communications with young people must be appropriate, both in terms of the student's age and the relationship between the adult and student. Profanity, sexualized language or jokes, images of a sexual nature, or similar communications involving adult topics, drugs, or alcohol, are never appropriate around students, no matter if they occur in person, in an email or text message, or on a social media site.



## AMBASSADOR ORIENTATION MANUAL

Admins, editors, and account holders of VicTory 4 Kidz social media accounts must keep all personal social media separate from the VicTory 4 Kidz social media profiles they manage. Young people may have difficulty distinguishing among an adult's different roles. Therefore, VicTory 4 Kidz ambassador/staff must presume that any communications with a VicTory 4 Kidz student will be perceived by the student as relating to VicTory 4 Kidz business and must act accordingly.

In compliance with VicTory 4 Kidz's existing ambassador/staff conduct standards, VicTory 4 Kidz ambassador /staff should not actively "friend," "follow" or correspond with minor-aged students directly through common social media platforms, such as Facebook and Twitter. The only social media interaction with students should occur through a VicTory 4 Kidz -administered social media platform as part of a VicTory 4 Kidz program and with the consent of students' parents. VicTory 4 Kidz ambassador should not reach out to any minor students through public platforms such as Facebook, Twitter, LinkedIn, Instagram or any other social media platform not directly controlled by VICTORY 4 KIDZ.

### **FACTUAL CONTENT**

Information can spread quickly online and can easily be misinterpreted or taken out of context. Any posts that reference VICTORY 4 KIDZ or include a link to the organization's website should reflect the organization in a positive light and include only accurate public information.

### **PHOTO USE**

Taking unauthorized photographs/videos of members or participants, guests, ambassador, or children is prohibited, regardless of whether or not staff choose to share those photos/videos to personal social media platforms.

If pictures are needed for VICTORY 4 KIDZ 's website, flyers, social media, etc., they are to be taken by designated/approved staff only and must be accompanied by a signed photo release form to be kept on file. Should a school decide to post their own photos taken during the VICTORY 4 KIDZ event, those who ambassadors or managed the VICTORY 4 KIDZ event are then able to re-share those images on their personal or business social media platforms.

### **VICTORY 4 KIDZ AMBASSADOR WHO POST OR MANAGE "OFFICIAL VICTORY 4 KIDZ PROFILES"**

Any social media profile used by VICTORY 4 KIDZ ambassador, employees, students, or supporters that is used professionally, for promotion of VICTORY 4 KIDZ or for regular communications is an " Official VICTORY 4 KIDZ Profile." All Official VICTORY 4 KIDZ Profiles belong to VICTORY 4 KIDZ and not to any ambassador/staff. As the exclusive property of VicTory 4 Kidz, VICTORY 4 KIDZ will retain all Official VICTORY 4 KIDZ Profiles when the ambassador/staff associated with the profile ends his or her relationship with VICTORY 4 KIDZ for any reason.

VICTORY 4 KIDZ retains full rights to all Official VICTORY 4 KIDZ Profiles, regardless of the wishes of a current or departing ambassador/staff who has operated or maintained the profile while working at VICTORY 4 KIDZ. Two or more VICTORY 4 KIDZ ambassador /staff must have access to the "admin" status on each Official VICTORY 4 KIDZ Profile. Each VICTORY 4 KIDZ ambassador/staff who manages or has access to Official VICTORY 4 KIDZ Profiles will provide the username and password to the social media profiles to the local VICTORY 4 KIDZ office.

VICTORY 4 KIDZ ambassador /staff agree to cooperate in good faith with VICTORY 4 KIDZ to ensure that VICTORY 4 KIDZ has the ability to access and control all Official VICTORY 4 KIDZ Profiles. Any VICTORY 4 KIDZ ambassador/staff who reasonably suspects misconduct related to social media or any violation of this policy must report these suspicions immediately to the appropriate local VICTORY 4 KIDZ representative.



## AMBASSADOR ORIENTATION MANUAL

### VicTory 4 Kidz AMBASSADOR CONDUCT STANDARDS

*Each year VicTory 4 Kidz staff shall convey these standards in writing to all ambassadors prior to their first visit to the classroom. Staff shall review these standards verbally, as well, with the ambassador teaching for the first time.*

VicTory 4 Kidz serves youth. VICTORY 4 KIDZ AMBASSADOR teach valuable lessons in their program delivery and especially in their conduct with students. Adult misconduct with or in the presence of youth carries serious consequences. Because VicTory 4 Kidz cares that its AMBASSADOR has healthy, appropriate relationships with the youth they serve, it has established the following standards.

1. Young people look to adults for examples of appropriate behavior. VICTORY 4 KIDZ AMBASSADOR must use appropriate language and model honorable behavior, such as respect, integrity, honesty, and excellence. Profanity or sexualized language or jokes are inappropriate when working with students, regardless of whether it occurs face-to-face, over the Internet, or by any other means. VICTORY 4 KIDZ strictly forbids violating any state law regarding interactions with youth; for example, providing them alcohol or legal or illegal drugs, or coaxing them into illicit relationships over the Internet or otherwise.
2. Ambassadors should avoid all contact with students beyond a business handshake.
3. Interactions with students must both be appropriate and appear appropriate. It is expected that the ambassador's interactions with students are at all times appropriate and professional and are strictly related to the role of a business mentor. It is unacceptable to seek or engage in one-to-one meetings with students at any time.
4. Ambassadors are responsible for the quality of interactions. Students often find it difficult to state discomfort or objections. Ambassadors must be especially sensitive to physical and verbal cues that youth provide.
5. Ambassador will be presenting, facilitating, and discussing various programs, content, and ideas with students that are likely owned by VICTORY 4 KIDZ, its licensors, or the students. A primary purpose of the VICTORY 4 KIDZ programs is to encourage creativity by the students. By working with VICTORY 4 KIDZ and the students, Ambassador agrees that they do not obtain any intellectual property rights therein, will not seek ownership in or contest those intellectual property rights, and will not attempt to secure trademark, patent, or other intellectual property rights or registrations therein without prior written consent from VicTory 4 Kidz.

**The aforementioned standards do not represent a comprehensive list.** Other actions not included could result in suspension or dismissal as an ambassador. VICTORY 4 KIDZ Ambassador also must read and comply with VICTORY 4 KIDZ's Social Media Policy.

VicTory 4 Kidz takes all complaints of misconduct seriously. Credible allegations of misconduct will be promptly reported to the appropriate authorities. During any such investigation, the VICTORY 4 KIDZ ambassador will not perform services as a VICTORY 4 KIDZ ambassador. If an investigation determines misconduct occurred, it will result in immediate and permanent dismissal as a VICTORY 4 KIDZ ambassador.

Any VICTORY 4 KIDZ staff member or ambassador who reasonably suspects misconduct must report these suspicions immediately to the appropriate VICTORY 4 KIDZ staff person within their VICTORY 4 KIDZ Area.