The Patterson Foundation (TPF) embraces social media to connect with others by sharing its work and impact in the community. Social media channels created and operated by and for TPF are the only channels designated to be the official voice of the organization.

There may be times when foundation leadership might encourage the use of personal social media to share information about TPF and its initiatives. While staff and independent consultants are not required to do so, the following information guides using social media for this purpose:

**Common sense is key**
If you wouldn’t want the information posted on a billboard for everyone to see, then you should think twice about sharing it on social media. If you have questions about posting information, contact Stacy Sternberg at ssternberg@thepattersonfoundation.org.

**Understand your role**
TPF does not, online or in person, lobby, support political campaigns, solicit, or share partisan views. Be sure you never reference or tag TPF or any of its initiatives in social media when you are engaged in political activities. If you do participate in political activities, add this disclaimer to your bio: *Opinions are my own and not the views of my employer.*

Never participate in a topic that may be considered crisis communications. Refer all social media activity that may be considered a crisis situation to Roxanne Joffe at rjoffe@magnifygood.com

**Be thoughtful**
You are responsible for any content you publish when posting about TPF (TPF e-mail address etc.) on personal websites, Facebook, or any other personal online sites.

Do not disclose confidential or proprietary information. Do not report or reference conversations that are private or internal to The Patterson Foundation.

**Be respectful of others’ opinions**
When disagreeing with others’ opinions, pause to think if it is appropriate to engage on social media. If yes, communicate respect for their point of view. If you are unsure how to handle online disagreements or inappropriate comments from online community members, ask for assistance from Roxanne Joffe at rjoffe@magnifygood.com.

Do not post images or other content unless you are sure it is in the public domain or have written permission from the owner of the material.

**Be transparent**
When you engage in any professional conversations about TPF or any of its initiatives, be clear about your role.

**Twitter**
@ThePattersonFdn
@SuncoastCGLR
@LeerPara3ro
Facebook
https://www.facebook.com/ThePattersonFoundation/
https://www.facebook.com/freedompassiton/
https://www.facebook.com/SuncoastCampaignForGradeLevelReading/
https://www.facebook.com/LeerPara3roSuncoast
https://www.facebook.com/AspirationstoActions/

Websites
https://www.thepattersonfoundation.org/
http://www.gradelevelreadingsuncoast.net/

Our Values
Reflect TPF’s core values while planning and participating in online activities.

TPF’s values guide our approach to philanthropy, demonstrating our collaborative philosophy and tenets of change.

We work with others to strengthen their impact by:

- Understanding that resources and expertise beyond the gift provide value
- Being accessible and engaged with others
- Striving to learn as we collaborate and share successes and challenges

We believe meaningful change requires commitment and persistence and encourage this by:

- Embracing new ideas that address a constantly changing world
- Undertaking philanthropic work others are not, cannot, or will not do

We invest for lasting impact by:

- Demonstrating integrity blended with joyful stewardship
- Realizing real change requires depth of resources
- Focusing on impact while leveraging resources

If you have any questions about this policy, please contact Roxanne Joffe at rjoffe@magnifygood.com.