

Saving Wilderness.



Changing Lives.

**Indian Peaks Wilderness Alliance
Social Media Posting Policy for Volunteers
Approved: 5/1/2023**

Introduction:

The Indian Peaks Wilderness Alliance (IPWA) supports volunteers sharing information about IPWA on their own social media sites, within the guidance and norms that the Forest Service requires for its volunteers. This document summarizes IPWA's social media posting policy for volunteers in all public-facing capacities (e.g., patrolling, Trailhead Host).

Definition: "Post" is defined as an image, photo, video, and/or text which shows/describes participation in an IPWA function (such as patrolling, Trailhead Host, trail work, etc.)

This policy is in effect as of June 1, 2023, and applies to posts from this date forward (volunteers are encouraged to review and edit old posts but are not required to do so).

Policies:

1. Do not show Forest Service (FS) logos or registered marks on personal posts, unless it clearly states 'Volunteer', including but not limited to:
 - a. Do not show the green and gold USDA Forest Service shield badge (see appendix for photo)
 - b. Do not show Smokey the Bear images or logos (it is not public domain and is trademarked for authorized use only by the government)
 - c. It is okay to show the white and green FS Volunteer badge as it states 'Volunteer'
 - d. It is okay to show the name tag as it states 'Volunteer'
2. Faces and fronts of uniforms with name tags shown may be posted if they do not include the green and gold USDA FS shield badge.
3. IPWA patches and logos may be shown in posts.

4. Posts from IPWA group activities that include uniforms and logos (e.g., training day, group hikes, trail crew work) may only be posted on the official IPWA social media accounts.
5. Landscape and nature images and videos may be posted, if they were taken in a safe manner and do not violate FS regulations (for example, no drone footage). Keep in mind that social media can drive increased traffic to special places, so tag and share thoughtfully. Do not share specific locations, directions or sensitive/off trail site locations ("Indian Peaks Wilderness" and "James Peak Wilderness" are fine to post). Think about how the post can encourage responsible use and Leave No Trace principles, such as noting that wildlife photos were taken with a zoom lens at a safe distance.
6. It is allowable for posts to mention "Volunteer", "Indian Peaks Wilderness Alliance", and "In partnership with US Forest Service". To avoid misrepresenting the IPWA or the Forest Service, make sure to identify yourself as a volunteer and state that any opinions expressed are your own.
7. Text and comments you post must be respectful. DO NOT post foul language, images or references to violence, weapons, sexual conduct or acts, drugs, alcohol, or tobacco, or any other illegal activities. DO NOT mention political opinions in posts related to the IPWA. Do not insert inappropriate or location-specific hash tags.
8. In general, when in doubt, don't post. IPWA's policy is to err on the side of being cautious about posting.
9. If you have any questions about this policy or about posting specific photos, videos and/or images, please email hikers@indianpeakswilderness.org. You are also welcome to submit any photos or videos to the IPWA for possible inclusion on official IPWA Social Media platforms, newsletters, blog posts and/or webpages.

APPENDIX - Examples of Patches and Logos

1. Official USFS green and gold Dept of Agriculture shield - DO NOT SHOW IN POSTS



2. Official USFS volunteer square patch with white background – OK TO SHOW IN POSTS



3. IPWA Uniform patch (round with red and blue background) - OK TO SHOW IN POSTS



4. IPWA Non-Uniform logo – OK TO SHOW IN POSTS

