

SOCIAL MEDIA GUIDELINES FOR CAMP

Set yourself up for success by limiting who can comment publicly on your social media posts and what they can say.

While we welcome diverse viewpoints and recognize our followers' opinions may differ from our own, we want to keep camps' social media pages relevant to summer activities and a place of fun and positivity.

- On Instagram, you can [limit people from commenting](#) on your posts who have been following you for less than a week. This only works for four weeks at a time, so set a reminder in your calendar to extend it.
- On [Facebook](#), comment limiting must be done post-by-post and is limited to people who've been following you for more than 24 hours.
- On both [Instagram](#) and [Facebook](#), you can automatically hide comments that include words or emojis you choose. We recommend selecting "Hamas", "Gaza", the Palestinian flag emoji, and the watermelon emoji to start, as well as words like "Holocaust", "Nazi", and "genocide", and the poop emoji. You may have already seen other words that you'd choose to block from your page – feel free to expand this list as you see fit.

Don't feel the need to engage with negative comments, and never respond to them.

Often, your followers will stand up for you, but even if not, you don't want to "feed the trolls" by responding.

- If a comment is inflammatory, you can choose to hide it. If it is antisemitic or otherwise against the platform's terms of service, you should report it to Meta first. If someone seems to be a repeat offender and you want to block them, take a screenshot first so we have a record.
- For unusual situations, known people causing trouble, etc. please feel free to reach out to [Rich Handloff](#), and the Marketing team will help you think through a solution.

Your key audiences want to see that camp is fun!

People who are looking at you regularly on social media are often current or prospective parents. They want to see photos and videos of happy campers and engaged staff. Remember, you have other ways to share info that give you the opportunity for more nuance with audiences like alumni, committee members, etc.