



Seattle/King County Coalition on Homelessness (SKCCH)

77 S. Washington Street, Seattle, WA 98104
Phone 206.357.3148 Fax 206.903.4893

www.homelessinfo.org

One Night Count - Social Media Guidelines

Surviving outdoors and without shelter puts people's safety at high risk. The Coalition is focused on ensuring that the One Night Count does not do anything to compound that risk. We ask all volunteers to guard the privacy of the people we count.

- **During the Count**, we strongly discourage the use of Twitter, Facebook, and other social media platforms by volunteers. Our highest priority is the safety of volunteers and the folks we're counting outside. In order to maintain this, we expect all volunteers to follow these guidelines regarding the use of social media and cell phones:
 - **Refrain from taking and sharing photos.**
 - **Do not use your cell phone while out in the field for any reason other than to report to headquarters or communicate with your team.** We ask all volunteers to carry cell phones for safety purposes, but smart phones can be a large distraction if used for other reasons.
 - **Stay alert to the task and do not engage on social media sites while counting.**

- **During and after the Count**, the Coalition expects all volunteers to:
 - **Never reveal the identity of people being counted nor the specific location of places where they are sleeping.** We jeopardize people's safety when we reveal their locations. Do not reveal in writing or photos, in print or online, any person or group's exact location.

- **After the night is over**, when discussing your experience:
 - **Please be respectful of people's privacy** when talking about your One Night Count experience online, with friends, or in print. Remember not to share exact locations.
 - If writing a **blog post** about the One Night Count, please acknowledge the organizing work of the Coalition on Homelessness and link to www.homelessinfo.org.
 - **Tweeting** about the One Night Count? Please use **#ONC2013**
 - Commenting on **Facebook** about the Count? Feel free to link to the Coalition's page! www.facebook.com/SKCCH
 - **The Coalition is online!** Like our Facebook page (www.facebook.com/SKCCH), follow our blog (blog.homelessinfo.org), and explore our website (www.homelessinfo.org).

Thank you for volunteering.

The Seattle/King County Coalition on Homelessness (SKCCH) works collaboratively to ensure safety and survival for people who are homeless, and to end the crisis of homelessness in our region.