5651 N Lydell Ave # 170047
Milwaukee, WI 53217
(414) 207-4567
hello@flyuphaven.org

Volunteer Communications, Internet & Social Media Policy

Updated 01/26/2025

Summary.

The purpose of this policy is to protect the safety of our passengers, volunteers, and staff as well as the reputation of Uphaven.

Policy outline.

We are directly responsible for the care of the passengers we transport, so it is vital that we always represent Uphaven in a professional and positive light. Once you identify yourself as an Uphaven volunteer or supporter, the general public may view you as a representative of Uphaven. We ask that you please agree to the following guidelines when using forms of internet and social media communication to talk about Uphaven. If any of the guidelines outlined below are violated, it is grounds for disciplinary and/or legal action including termination as an Uphaven volunteer.

Photographs.

- ➔ Photos and/or names of passengers may only be used in internet communication (i.e., Facebook, Instagram, Twitter (X), Snapchat, WhatsApp, etc.) with passenger permission. Posts should include passenger first names only. This policy is meant to protect the passenger and you.

- ➔ Don't wait until taking a photo to ask for permission—the person may feel pressured to agree when they may otherwise not wish to do so.

- ➔ Consider the privacy of our passengers, including the fact that some may not feel comfortable sharing their family stories with the general public or in their communities.

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Use of the uphaven logo.

- ➔ The Uphaven logo is becoming a more recognizable symbol and is associated with the official Uphaven organization. Uphaven must take certain steps to protect its use. Therefore, you must always request and receive permission to use the Uphaven logo on any printed or digital materials including on social media.

- ➔ You may not alter the Uphaven logo in any way (changing colors, changing fonts, rearranging elements, etc.) without express written permission from the Uphaven Board of Directors. The style guide for Uphaven logo and usage is available upon request.

- ➔ Under no circumstances may the Uphaven logo or name be used in conjunction with any political campaign or issue, or for lobbying. As a 501c3 organization, Uphaven is prohibited from political activity. Any use of Uphaven's logo in connection with political activity is not authorized by Uphaven and is strictly prohibited.

- ➔ Use of the Uphaven logo to fundraise for personal fuel, airplane, or other vehicle costs is prohibited. FAR Part 91 prohibits compensation for fuel or other airplane costs.

Using the name Uphaven online or in publications.

Once you have identified yourself as being associated with Uphaven in a social networking profile, website, group page, or blog, anything and everything you say, even if you state otherwise, could then be seen by some as a reflection of Uphaven. Unless you have been notified otherwise, you are not authorized to officially speak or conduct business on behalf of Uphaven (but this does not mean that you are not free to share your own opinions or promote the organization on your own).

When using the Uphaven name, however, please be mindful of what you are posting. Does it portray Uphaven in a positive light? Does it take a political position? Is this something the organization would want to be posted? When in doubt, please contact the Uphaven office and ask for help, or refrain from posting the contemplated content. If Uphaven is in the news, or if you are contacted by a media outlet for comment (including questions "on background"), you must refer all such inquiries to the staff and make no public comment or statement. Use your best judgment in posting, and contact the staff if you have any questions.

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We ask that you do not identify yourself as being associated with Uphaven unless you have agreed to the following.

As a member of Uphaven's community, I agree to be respectful of the organization, its mission, the passengers, volunteer leadership, and its employees in all communications that reference Uphaven in my profile, blog, or other internet sites and communities. This includes the following:

- ☑ I will not use obscenities, profanity, or vulgar language.
- ☑ I will not engage in harassment or intimidation.
- ☑ I will not post comments that are derogatory with regard to an individual person's race, gender, religion, sexual orientation, political beliefs, personal appearance, or disability.
- ☑ I will not engage in sexually explicit, suggestive, humiliating or degrading comments.
- ☑ I will not post pictures or discuss behaviors that are prohibited by Uphaven policy, including but not limited to safety procedures and qualifications, alcohol or drug use, sexual behavior, delinquent behavior, destruction of property, harassment, or intimidation.
- ☑ I will not accept minor passengers as "friends" or "contacts" into my private profiles.

In addition to the above:

- ☑ I will not post anything that would represent Uphaven in a distasteful way.
- ☑ I will not post anything that would suggest Uphaven is associated with or endorses any political candidate, party, or position.
- ☑ In the event of a crisis (incident/accident, allegation, etc.) that involves Uphaven, I will not comment, share photos or information regarding the crisis on any social media or personal channels of communication without consent of Uphaven leadership.
- ☑ I will not share internal information about Uphaven including staff, donors/donations, affiliations, etc.
- ☑ I can use the "share" feature to share information from Uphaven social media channels if I have met the above guidelines.

Contact Information: Once I identify myself as an Uphaven volunteer or supporter, I understand that the general public may see me as an ambassador or spokesperson for the organization. I understand that is therefore a condition of my involvement that I agree to and adhere to the guidelines outlined above. I understand that if any of the guidelines outlined herein are violated, it may result in disciplinary and/or legal action, including possible termination of volunteer involvement.