

Appendix C

Catholic Relief Services' Social Media and Blogging Guidelines for Farmer to Farmer Volunteers

While you are in the field, we encourage you to use social media and blog posts to inform others about the good work that you're doing as part of Farmer to Farmer. For a program like Farmer to Farmer, we find that personal blogs, Facebook, Twitter and Instagram work best.

Please keep in mind that while you are a volunteer, others will see you as a representative of Catholic Relief Services (CRS) and USAID, so we ask you to use discretion when posting on social media. Here are some suggestions:

PLEASE DO...

- Post your thoughts, experiences, insights
- Post fun stories
- Ask permission when taking photos
- Use the Farmer to Farmer hashtag: #F2F
- When using Twitter, tweet @farmertofarmer
- **Send your blog posts to the Volunteer Coordinator for approval before posting to the internet** (social media updates do not need prior approval)

PLEASE DO NOT...

- Post derogatory statements about the country you are in
- Post statements about the country's political situation
- Make derogatory statements about the Catholic Church
- Post about artificial family planning, condoms or abortion
- Post derogatory statements about your CRS, your host organization, the Farmer to Farmer Program, or USAID

Because we work hard to have good relationships with the host government and communities, we need to be careful to not harm those relationships in any way. In the past, organizations like CRS have been asked to leave some countries because they didn't use discretion about their public statements. While you are with CRS, it is very important that you not post any statements that could hamper our ability to serve those who are poor.

If there is a problem during your volunteer time, please contact CRS directly to find a resolution to the problem rather than posting about it on social media. If you contact us directly, we can try to resolve the problem.

Please use your best judgment when posting on social media. A tweet or Facebook post that lacks good judgment could end up harming the very people you are there to serve, and neither you nor we want that to happen.

Tips on Writing an Engaging Blog Post

We'd like each volunteer to write a blog post that we can share on our website. The guidelines below will help you write something that is focused, engaging and will help interest others in out

program.

1. Brief and focused. It's better to write two posts, each focusing on one central fact or idea, than one long one on two or more subjects.
2. Get to the point quickly. Saves you and your reader time.
3. The first paragraph should say what the post is about.
4. The topic or main idea should be clear from the headline.
5. Unless the blog is very technical or formal, write in your most relaxed, talking-to-a-friend, voice.

Sample blog start:

Headline: Coffee's Important to You Even If You Don't Drink It

Coffee is the second most traded commodity in the world. So even if you don't drink it, you interact with lots of people who do. And coffee affects their mood and energy level – at least. But here's how coffee really affects you...

[From there, I might say that coffee is a great example of global market, its pressures, its benefits and drawbacks, how coffee growers struggle, etc., etc. The main idea is that coffee is important. Now you can say almost anything you want that's important about coffee. Also, I might wait till the end to answer the question I hopefully planted in the reader's mind: "so, what's the most traded commodity? Crude oil, of course, but the reader may stay tuned through the post to either learn the answer or see if I get it right. It can make for a bit livelier blog.]