

CRS Outreach Guidelines for Farmer-to-Farmer Volunteers

Volunteer outreach is an important component of the Farmer-to-Farmer program, and we encourage you to share your experience to inform the public about the good work you are undertaking and to raise public awareness of U.S. development programs.

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 conducting both electronic and traditional media outreach activities. Please read the CRS [social media policy](#) (also included as part of your volunteer release document Appendix C). The guidance in the policy applies to both social and traditional media since we do not have a separate policy for traditional media. Below are some important points to keep in mind:

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
- Share your posts with the CRS F2F team so we include them as part of our outreach indicators
- **Send your blog posts, press releases, articles, and any traditional media outreach to your F2F point of contact for approval before posting to the internet** (social media updates do not need prior approval)
- Be clear about your relationship with CRS and USAID as a F2F volunteer and make it clear that you are speaking for yourself and not on behalf of CRS or USAID.
- Please check with the F2F team in country for any sensitive topics or words to avoid in your outreach. The F2F in country team will also cover this in their orientation.

PLEASE DO NOT...

- Post or disclose information or views that might jeopardize your security and safety or that of any CRS program, staff, host members, or program participants
- Post photos of children
- 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 CRS, host organizations, the Farmer-to-Farmer Program, or USAID
- Disclose CRS' confidential and proprietary information

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.

If there are any problems with your assignment or questions, please contact your F2F HQ or country program point of contact directly to find a resolution to the problem rather than posting about it on social media.

Please use your best judgment when posting on social media.

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