



# Blind Low Vision NZ Guide Dogs

## SOCIAL MEDIA GUIDELINES FOR PUPPY RAISERS

Blind Low Vision NZ encourages puppy raisers to share photos and updates about their guide dog puppy on social media. These guidelines are to assist puppy raisers in using social media in an effective and responsible manner.

### GENERAL GUIDELINES FOR SOCIAL MEDIA POSTS

As volunteers, puppy raisers need to understand and follow the expectation in the Social Media Guidelines for volunteers.

- All content must protect or enhance the reputation of Blind Low Vision NZ Guide Dogs and the role a puppy raisers plays in training a guide dog.
- Where possible, photograph puppies with their red coats on if a public place.
- Photos and video must depict dogs being handled in an appropriate manner and displaying acceptable behaviour. For example:
  - Please do not post photos or videos with the puppies chewing or playing with an inappropriate toy or item.
  - Please do not post photos or video with the puppies on any type of furniture.
  - Please do not post photos or video of the puppies doing anything inappropriate like jumping on people, mouthing someone, barking.
  - Please post photos or video in appropriate places like the home, safe public outings, and public transport.
- Please do not post or use names of dogs that might have been recently career changed, or have just retired.
- Please do not post any written content, photos or video relating to a guide dog puppies medical or health related issues.

We encourage you to share photos of guide dog puppies on the official Blind Low Vision NZ Pupdate Facebook page <http://www.facebook.com/GuideDogsNZ> and if you have any questions please feel to contact Blind Low Vision NZ on [communications@blindlowvision.org.nz](mailto:communications@blindlowvision.org.nz)