

Catholic Mission Youth Brand Ambassador Program - Social Media Guidelines

Thank you for being part of the **Catholic Mission Youth Brand Ambassador Program**. Your voice, creativity and authentic experiences help inspire others to engage with mission and make a positive impact in the world.

1. Be Authentic

We encourage you to share:

- Your experience with Catholic Mission events and initiatives
- Why mission matters to you
- Stories of hope, faith and service
- The impact of Catholic Mission projects and programs
- Positive reflections and personal learnings

Use your own voice. Authentic content is always more engaging than scripted content.

2. Represent Catholic Mission Positively

When posting about Catholic Mission:

- Be respectful and inclusive
- Focus on hope, compassion and community
- Avoid political commentary or divisive topics
- Ensure information shared is accurate
- Remember that your content may be viewed by people of all backgrounds

3. Photography and Video

Before posting:

- Make sure anyone featured is comfortable being photographed or filmed
- Avoid identifying children or young people by full name unless permission has been provided
- Be mindful of privacy and safeguarding considerations
- Choose images and videos that reflect Catholic Mission's values positively

4. Tagging and Sharing

We encourage you to:

- Tag Catholic Mission in your posts where appropriate
- Share or repost content from Catholic Mission channels
- Use approved campaign hashtags when provided
- Help amplify important messages and campaigns

Suggested hashtags:

#CatholicMission

#FaithInAction

#YouthInAction

5. If You Receive Negative Comments

If someone disagrees with your post:

- Stay respectful
- Do not engage in arguments or online debates
- Avoid responding emotionally
- If a situation becomes uncomfortable or escalates, contact the Catholic Mission Communications Team for support

6. Need Help?

If you are unsure about:

- A caption or post
- Sharing photos or videos
- Responding to comments
- Campaign messaging

Please reach out to the Catholic Mission Communications Team. We are here to support you and help your content have the greatest impact.

Most Important

Be yourself. Share your genuine experience, celebrate the good you see in the world, and help others discover how mission can transform lives.