

PCC Vet Tech Social Media Guidelines

Our goal in using social media is to connect the public and prospective students with CVTs or other Veterinary Professionals, while also educating and bringing awareness about what we do and who we are: FILTERED THROUGH THE LENS OF THE GENERAL PUBLIC.

- Pre-Approved Hashtags:
 - #pccpride #pantherpride #veterinarymedicine #vettech #vettechstudent
- Photos do not require staff approval IF:
 - The image is of an animal, the animal takes up most of the image, the animal appears in a positive frame of mind AND the image does not contain any medical related imagery.
 - *All other images require permission from program staff.*
- People Photo Policies
 - If you don't know the person and don't have their direct consent, don't take a photo of them.
 - If you don't know the person and don't have their direct consent, don't post their image to social media.
- Animal Photo Policies
 - When taking images of an animal, the animal(s) ideally takes up the majority of the image
 - Animals should appear in a positive frame of mind, free from distress or discomfort.
- Program Policies
 - Images of facilities should be avoided: when considering posting an image with a facility, please ask for approval
 - No bodily fluids or invasive procedures (for example, venipuncture or surgery)
 - No classmates, students, or staff without their direct permission
- Tagging/Hashtag Policies:
 - *No tagging rescues unless requested by staff.*
 - Rescues to remain anonymous: "Contact us for more details" regarding adoption inquiries.
 - All hashtags need staff approval unless already on the "Pre-Approved" list.
 - Hashtags need to be vetted prior to approval for their affiliation with content that will be positive, constructive, professional, or otherwise reflecting a kind and uplifting view of our profession.