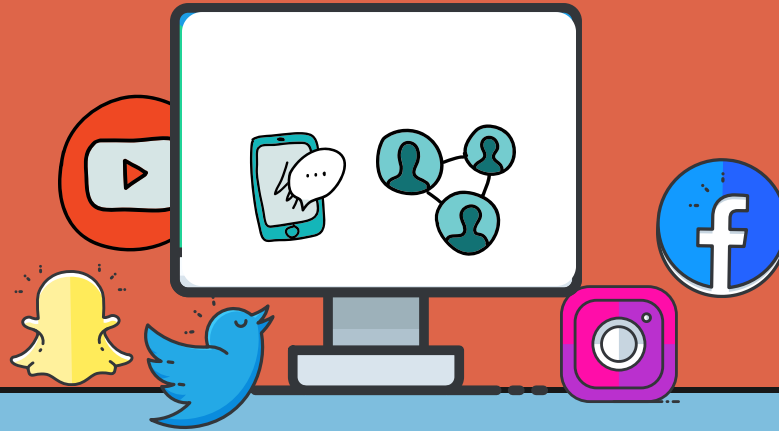


# SOCIAL MEDIA PROTOCOL



PIT Counts are a form of research and should be conducted using ethical research standards. Although PIT Counts are confidential and non-invasive, volunteers conducting surveys should adhere to these basic guidelines while working with vulnerable populations.

The following is the social media protocol:

## Keeping it real on social media



# DO THIS

# NOT THAT



## DO

- Do respect individuals privacy
- Do take pictures of yourself and other volunteers/ friends with their consent
- Do post pictures and share your experiences about the PIT Count using the hashtag **#PITCount**
- Do be active on social media about the importance of the PIT Count
- Do upload any/all photos you would like to the Texas Homeless Network to have via this URL:  
<https://photos.app.goo.gl/JzMhJ9bp9c9txSEd7>

## DON'T

- Don't take pictures of individuals or their belongings
- Don't post pictures of anyone except yourself and friends or family (ensure no one is in the background)
- Don't post pictures that identify encampments, shelters, or buildings (even public ones)
- If the media shows up, don't comment on the overall count, the process, or anything else to do with the survey or the individuals (direct questions to your PIT lead)