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**

- 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/lzMhJ9bp9c9txSEd7](https://photos.app.goo.gl/lzMhJ9bp9c9txSEd7)

**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)

If you have any questions regarding the Point-In-Time Count or the social media protocol, please contact Kyra Henderson at [Kyra@thn.org](mailto:Kyra@thn.org)