

Social Media Policy & Publicity

Posting Photos of Wish Kids:

If a wish family has selected “**Option 2 / No Publicity**” on the Liability and Publicity Release signed at the beginning of the wish process, wish photos or information about the wish child *may not be posted* anywhere.

If a wish family has selected “**Option 1/ Ok for Publicity**” on the Liability and Publicity Release signed at the beginning of the wish process, photos and information may only be posted after an additional confirmation of the publicity status is made with the family before posting, and the content you are sharing is shared with your Wish Experience Architect and approved by the communications manager. Once approved you can post, but it must exclude the child’s last name or specifics about the child’s home location.

Foundation Affiliation:

List your affiliation with the chapter under activities/interest; not as your Employer

Publicity for Wishes:

Please do not promise publicity to wish families or vendors as media coverage can never be guaranteed. This is especially true in cases involving celebrity wishes, atypical wishes, wish boosts that can be confused as the actual wish and cases where the qualifying medical condition might be difficult to understand by the general public.

The communications manager may seek support in publicizing wishes you are planning. In that case, you will work directly with the communications manager or community relations manager responsible for media relations in your area. If you have a great story, feel free to share that with your Wish Experience Architect well in advance of any planned events so that they can share with our marketing team, while understanding that not every wish story can or should be published.

Publicity For Celebrity Wishes:

Celebrity or national sporting event wishes **MAY NOT BE SHARED** regardless how the family completed the Liability and Publicity Release without prior written approval from the celebrity obtained through the Make-A-Wish America celebrity liaison. This pertains to wish granters and wish families and includes participating in media interviews and posting photos or wish details on blogs, social media pages or public photo-sharing sites such as Facebook, Twitter, Instagram, Snapchat, etc.. If you or your wish child would like to post photos or wish information on your personal websites or are approached by media about the wish, during wish planning or after the wish, you must contact your Wish Experience Architect, so we can obtain permission from the celebrity or sports league before moving forward.

