North Valley Animal Disaster Group Standard Operating Guidelines

Title: WhatsApp

Objective: To provide guidelines for the use of the WhatsApp application

Description: WhatsApp is an excellent communication tool that can be used routinely, and during deployments. It can have pre-designated groups, and can also quickly set up specific-need groups. When used properly, information is shared with the correct personnel instantly – and only the pertinent personnel. When used improperly, non-pertinent information is over-shared with busy people who have no need to see the information. Here are some guidelines:

- Set up separate specifically-designed groups, so that only specific people are contacted.
- Use short, brief phrasing, as if you were talking on the radio.
- Only send media-usable photos with action, and volunteers with their NVADG logo showing.
- Do NOT use please and thank you. It is polite, but takes up valuable time and space.
- If you have a message for one person, don't bother the entire group with your private message. Phone or text them privately, or click on their name in WhatsApp and chose "reply." That enables you to send a WhatsApp message just to that one person, without disturbing the entire group.
- Feel free to use the "Exit Group" feature, but know that you will permanently lose any threads.

For additional information, go to: https://www.whatsapp.com/

Related Documents Attached: n/a

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