

SOCIAL MEDIA COMMUNITY GUIDELINES

At The Helm, our social media spaces are an extension of our mission to support older adults and their families with dignity, compassion and respect. We welcome thoughtful conversation, shared experiences and community connection. These standards help ensure our platforms remain safe, supportive and informative for everyone.

Our Commitment

We are committed to fostering a respectful, inclusive online community that reflects the values we bring to serving older adults every day. We encourage dialogue that is constructive, empathetic and rooted in kindness.

What We Encourage

We welcome comments and content that

- Share experiences, stories and encouragement
- Ask thoughtful questions about aging, caregiving and community resources
- Provide helpful information relevant to seniors and their families
- Celebrate community achievements and volunteer impact
- Offer respectful feedback or suggestions

What Is Not Allowed

To maintain a safe environment, the following will be removed

Disrespectful or Harmful Behavior

- Personal attacks, harassment, bullying or intimidation
- Hate speech, discrimination or offensive language
- Trolling or intentionally disruptive comments

Misinformation

- False or misleading health, safety or service information
- Content that could endanger seniors or caregivers

Privacy Violations

- Sharing personal or confidential information about others
- Posting photos or details of clients without consent

Spam & Promotion

- Commercial promotions unrelated to our mission
- Repetitive or irrelevant links
- Political campaigning not directly related to aging issues

Illegal or Inappropriate Content

- Threats of violence
- Obscene or explicit material

Privacy & Safety

To protect those we serve

- Please do not share personal health information publicly
- Do not post private details about seniors, families or staff
- Contact us directly for confidential matters

Moderation Policy

The Helm reserves the right to

- Hide or delete comments that violate these standards
- Block repeat offenders
- Report serious violations when necessary

We strive to moderate fairly and transparently while preserving open dialogue.

Emergencies & Service Requests

Social media is not monitored 24/7. If you need immediate assistance, call emergency services if there is an urgent situation or contact The Helm directly for service needs.

Our Goal

Our online community should feel like our physical one — welcoming, respectful and supportive. Together, we can create a space where older adults, caregivers, volunteers and neighbors feel heard, valued and connected.