



Our Social Response Policy

At Visions of Soon (VoS), we aim to be socially conscious and aware of the ever changing landscape of social media platforms.

As it stands now, the culture of social media requires response from almost all companies and creators on a wide array of current political events or social issues. We understand the value in these responses and these conversations – today’s consumer places exponentially more value in the principles and policies of the companies and organizations they support than ever before. We respect the consumer’s desire to know for what their dollar and time is being used.

In an effort to be mindful of the necessity of these conversations, while also wanting to distance ourselves from the unhelpful noise that can sometimes result from these responses, we below list a few of the criteria we will use to determine whether our voice can add to a constructive dialogue, or if our work can simply speak for itself. VoS intends to respond to news on social media platforms (Instagram, specifically), if it is:

- 1) an international climate event (such as COPs, IPCC reports, international days of climate activism, etc).
- 2) and/or acknowledged as a major climate event by the community it is primarily impacting (such as natural disasters linked to climate change).

While VoS is acutely sensitive to these and other climate-adjacent developments, we request that any response from us (or lack thereof) is not taken as evidence of a stance, but rather as an acknowledgement of the event and any debate surrounding it on social media platforms.

This is because our organizational stance on these matters is always the same: **VoS exists to build grounded hope and support environmental organizations that seek to change the status quo and disrupt the structures and institutions in power so as to help pivot towards a truly sustainable future.** There is an enormous spectrum of genuine work being done in the positive climate space, and we consider every voice in such said space to be valuable.

Our responses will usually be posted on Instagram stories and saved to an Instagram highlight. We hope they will provide an added resource to our community while supporting organizations and charities already working in the spaces in which these climate events occur.

VoS will not share or comment on world climate events as a method of marketing or publicity, and will not capitalize on global climate disasters as a means of bolstering our image. VoS will always work alongside practitioners and activists already fighting for climate action, and will not use climate-related events as an opportunity for virtue signaling or pandering. In the spirit of being open and inclusive, we welcome anyone who wishes to write to us with informed and constructive views that would help us better our Social Response Policy.