

# Best Practices: What to Do (and Avoid)

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Be The People is intentionally non-partisan. Everyone across the political spectrum contributes to the American story, and **BTP encourages participation from all perspectives, as long as submissions focus on community impact, not political advocacy.** A solution that fills a policy gap or provides access to support a group of Americans is generally allowable. Supporting a group is different from advocating for a politician that shares the same principles.

## DOs:

- When creating a project, enter the following details:
  - **Project Name** (50 characters max)
    - For example: *Pure Paws Pet Rescue*
  - **A brief description of the project** (200 characters max)
    - For example: *Pure Paws Pet Rescue is a volunteer-driven dog rescue dedicated to saving at-risk dogs, providing medical care and foster homes, and matching each pup with a loving forever family. Through community partnerships and adoption events, we give dogs a second chance at a happy, healthy life.*
  - **Project Image** (600x600 pixels)
  - **Project Location** (Specific zip code)
    - If you are an organization and creating a project, the project name will be your organization's name
      - For example: *Habitat for Humanity Atlanta*
    - If you're working as an individual and creating a project, use this project page to clearly describe a specific initiative you're leading or actively developing

## DON'Ts:

- **No Brands & Personal Identity:** Assuming the identity of another person or speaking on behalf of an established brand is not allowed.
- **No Duplicate Entries & Duplicate Accounts:** Creating multiple dedicated spam accounts & posting the same content in droves.
- **No Malicious Spam:** Creating submissions with only the intent to get viewers to install malware or directing them to sites that could compromise their privacy.
- **No auto-generated content** that computers post quickly without regard for quality or viewer experience.
- **No Advertisements** like promising money or other perks for free (or not) if viewers visit another site, install software, download an app, or perform other tasks.
- **No False Schemes:** Promoting cash gifting, multi-level marketing, or other pyramid schemes.
- **Do not use AI for Nefarious Reasons:** Stories generated by obvious use of AI for nefarious purposes (e.g., to drive negative SEO, or to portray public figures in deepfakes).
- **Mis/Disinformation:** Moderators aren't fact checkers; known disinformation is allowable as long it's pertinent to a story of contribution and it doesn't violate any other moderation guidelines. Content framed as advice that is potentially harmful needs to be considered carefully.