

SAMPLE Local Church Social Media POLICY

Social media is increasingly becoming a venue for communication, discussion and community. We believe it is in the best interest of [this church] to be aware of and participate in the positive benefits of social media while being aware of potential areas of concern. The following guidelines aim to provide you helpful, practical advice--and also to protect both you and [this church].

Guidelines:

- All employees are personally responsible for the content that they publish online. Be mindful that what you publish on a social media network, such as Facebook, Twitter, Instagram or Pinterest, may be viewed not only by the intended recipient but may be shared by that recipient or may be inadvertently viewed by others. Consider all content you post as if it were public.
- Your online behavior should reflect the same, if not greater, standards of honesty, respect and consideration than you use face to face.
- Remember your association and responsibility with [this church] in online social environments. Whether or not you identify yourself as a [this church] employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, church members, and the community.
- Concerns that you may have with church policies should not be aired publicly on social networking sites. Refrain from any online postings that are derogatory toward [this church], other employees, members, guests, or others.
- When contributing online, never post confidential information pertaining to a church member, visitor, or anyone being served by a ministry of this church.
- When uploading digital photos to your social media sites, be sure that you do not post photos of others without their express approval.
- Do not provide any personal counseling over social media. Instead move discussions to an appropriate venue.
- Be accurate. Review the content of your posts for factual and grammatical errors.
- If you would like to create a social media group or profile for a specific ministry, you must first get approval by [senior pastor/communications committee/communications director]. We ask that at minimum of one church staff member and one lay member be made administrators of any social media profile created.
- Any violations of the aforementioned social networking policy may result in disciplinary action, including, but not limited to, termination of employment from [this church]