

Social Media Policy¹

[CHURCH NAME]'s Social Media Policy defines parameters to guide church staff, leaders, and volunteers when social media is used on behalf of [CHURCH NAME] or when [CHURCH NAME] becomes a part of social media dialogue. What is social media? Social media consists of applications and websites that enable social networking and the creation/sharing of digital content. Since social media is always evolving, this policy applies to all platforms regardless of whether they are specifically mentioned in this policy.

Guiding Principles

[CHURCH NAME]'s digital presence will be guided by its Mission Statement, Vision Statement, and Core Values.

Mission Statement:

[INSERT MISSION STATEMENT]

Vision Statement:

[INSERT VISION STATEMENT]

Core Values

[INSERT CORE VALUES]

Branding

All [CHURCH NAME]'s social media accounts shall conform to [CHURCH NAME]'s brand guidelines, which are on file in the church office.

Social Media Accounts

Any social media accounts representing [CHURCH NAME] should only be created by [CHURCH NAME] staff members with the approval of the Senior Minister. All social media accounts will be administered and moderated by the Senior Minister or a designated staff member. Any accounts not meeting these criteria shall be deleted immediately. Requests for closed Facebook Groups for programs of the church should be submitted to the Senior Minister. All ministers shall be members of any [CHURCH NAME] group on social media.

Moderator Duties

Moderators of [CHURCH NAME]'s social media accounts are responsible for ensuring compliance with this policy. All posts should be compatible with the above-stated values. Any comments or threads shall be monitored to ensure that they are also consistent with the expressed values. Moderators are responsible for responding respectfully and deleting inappropriate or disrespectful content. If users post content inconsistent with [CHURCH NAME]'s values, they may be banned.

¹Designed using resources at <https://socialchurch.co/social-media-policies-churches-ministries/>. All Church forms should be reviewed by an attorney before use.

Guidelines

- All content shared shall be in compliance with copyright laws.
- Photos and video will be posted on [CHURCH NAME]'s social media accounts. Moderators will respect anyone who has disclosed that they do not wish to have their likeness represented on [CHURCH NAME]'s social media accounts. With the exception of children who are leading worship and will be on the live stream, photos/videos of children under the age of 18 may only be shared once [CHURCH NAME]'s photo/video release form has been signed and returned.
- Social media posts should never disclose sensitive or confidential information, unless written consent to share said information is obtained from the individual it concerns. This includes but is not limited to personal and/or medical information.
- Other than the Senior Minister, who is authorized by the [CHURCH NAME] bylaws to speak on behalf of the congregation, no other staff member or congregant should portray themselves as speaking on behalf of [CHURCH NAME].
- All posts, comments, and responses shall be respectful or they will be deleted.

Negative Portrayal

If you see violations of this policy or you see someone speaking negatively about the congregation, staff, or congregants of [CHURCH NAME] on social media, please contact the Senior Minister immediately at [EMAIL ADDRESS].