...................... Church Social Media Policy

A Guide to Responsible and Respectful Online Engagement

# Introduction

………………. Church recognizes the importance of social media as a tool for communication, community building, and outreach. This Social Media Policy aims to provide guidelines to ensure that our engagement on various platforms is respectful, responsible, and representative of our values as a Christian community.

# Purpose

The purpose of this policy is to:

* Promote positive and constructive interactions online.
* Protect the reputation and integrity of …………….. Church.
* Provide clear guidelines for acceptable and unacceptable behaviour.
* Ensure compliance with legal and ethical standards.

# Scope

This policy applies to all members, staff, and volunteers of ……………….. Church who engage in social media activities on behalf of the Church or in a manner that may be perceived as representing the Church. There is a responsibility that when something is posted personally about involvement in ………………. Church care is taken to ensure that post meets with our Scriptural and ethical standards.

# Guidelines for Social Media Use

## Respect and Kindness

* Always engage with others in a respectful and kind manner.
* Avoid posting content that could be considered offensive, inflammatory, or discriminatory.
* Respect the privacy and confidentiality of others.

## Accuracy and Integrity

* Ensure that any information shared is accurate and truthful.
* Correct any misinformation promptly.
* Acknowledge and rectify mistakes when they occur.
* **Ensure that anything we post meets with Scriptural and ethical standards.**

## Representation

* Clearly distinguish personal opinions from official Church positions.
* Do not use Church logos or branding on personal social media accounts without permission.
* Authorisation from Leadership/ Trustees must be obtained before creating any social media account on behalf of the Church.

## Confidentiality

* Do not share confidential or sensitive information about the Church, its members, or its activities.
* Respect the privacy of individuals when posting photos or videos. Obtain consent before sharing images of others.

# Unacceptable Behaviour is

* Posting content that is offensive, inflammatory, discriminatory, or otherwise harmful.
* Engaging in arguments or conflicts that detract from the Church's mission and values.
* Sharing false or misleading information.
* Using social media to harass, bully, or intimidate others.

# Monitoring and Enforcement

## Monitoring

* The Church reserves the right to monitor social media accounts associated with its name and branding.
* Regular audits will be conducted to ensure compliance with this policy.
* At least two Church Leaders/ Trustees must be administrators or members of all Social Media streams representing ……………….. Church.

## Enforcement

* Violations of this policy may result in disciplinary action, including removal from Church roles or activities.
* Serious breaches may be reported to relevant authorities.
* The Leaders/ Trustees reserve the right to veto certain subjects, withdraw posts and remove inappropriate comments from any of its platforms.

# Legal and Ethical Considerations

* Adhere to copyright and intellectual property laws when sharing content.
* Comply with data protection regulations and respect the privacy rights of individuals.
* Avoid any actions that could result in legal liability for the Church.
* Photographs will only be displayed if there has been express agreement with the person, persons or organisation involved
* **Always observe the Statement of Faith of the Wesleyan Reform Union of Churches.**

# Best Practices

## Content Creation

* Create content that is engaging, informative, and reflective of the Church’s values.
* Use hashtags and tagging appropriately to reach a wider audience.
* Encourage positive interactions and community building.

## Engagement

* Respond to comments and messages in a timely and courteous manner.
* Foster a welcoming and inclusive online environment.
* Avoid engaging in public disputes or negative interactions.

# Policy Review

This policy will be reviewed annually to ensure it remains relevant and effective. Feedback from Church members is encouraged to improve and update the guidelines.

# Conclusion

…………………………….. Church is committed to using social media as a positive force for communication and community building and sharing the relevance of the Christian Faith. By adhering to this Social Media Policy, we can ensure that our online presence reflects our values and contributes to our mission of faith, service, and outreach.

We appreciate your cooperation and dedication to maintaining a respectful and responsible online community.

# Relevant Social Media

This policy applies but is not limited to the following social media activities.

* Website
* Facebook
* YouTube
* Instagram
* WhatsApp Groups

No new Social Media accounts/ WhatsApp Groups are to be opened that represent …………… Church without the express consent of the Leaders/ Trustees of ……………… Church.

This Policy was accepted by ………………………. Church at the Church Meeting held on the ……………….