

Social Media Policy

Policy Statement

This policy establishes guidance for the use of social media services for pastors, ministers, employees and volunteer leaders of the church for personal use and on behalf of the church.

Inclusions and Exclusions

All pastors, ministers, employees, and volunteer leaders of the church are governed or influenced by this policy. There are no specifically excluded individuals, groups, or departments to this policy.

Stewardship

The Senior Pastor of the church is responsible for the management of this policy. The Executive Pastor of the church provides practical administration of this policy. The Board of the church is authorized to make changes to the scope and detail of this policy in accordance with the bylaws of the church.

Body

Social media services are an important component of church communication to its members and the public and add great value to the ministry of the church. In addition, these services are enjoyable to use and offer entertainment value to members of the church.

Examples of social media services include:

- Facebook
- Instagram
- Twitter
- LinkedIn

It is important that pastors, ministers, employees, and volunteer leaders of the church understand how these services function and exercise discretion in their use so as to be effective and enhance the reputation of the church and its leaders.

The following guidelines should be observed when using social media services:

- 1) A designated leader of the church should approve all postings that are made on a church account or made to advertise events and worship services of the church.
- 2) Users of social media services must refrain from making statements or postings that support a particular political candidate or partisan position on legislation.
- 3) Photographs that contain images of church members engaging in church sponsored activities or events should be reviewed carefully and permission to post should be obtained from any recognizable individuals in the photograph.
- 4) Pastors, ministers, employees, and volunteer leaders should refrain from any statements or postings that would cause dishonor or controversy over the church or its members or attenders.
- 5) All statements or postings made by pastors, ministers, employees, and volunteer leaders of the church should be reviewed for consistency of message and adherence to the doctrine of the church or its affiliations.
- 6) No pictures should be posted by pastors, ministers, employees, and volunteer leaders of the church that depict the use of alcohol or recreational drugs. No statements or postings should be made that encourage the use of alcohol or acceptance of the use of recreational drugs.
- 7) Pastors, ministers, and employees of the church should govern their use of social media services in such a manner that such use does not impede the performance of their church duties or give the impression of poor use of their work time.

Forms and Instructions

None

Definitions

None

Signatures

Senior Pastor

Treasurer

Secretary