



## **Social Media Policy**

### **Introduction**

Social media tools are powerful channels of electronic communication that often invite their audience to participate in a conversation. Examples include, but are not limited to Facebook, Twitter, LinkedIn, YouTube, Flickr, and blogs (insert any that apply to your ministry).

Employees of Central Fellowship Baptist Church (CFBC) use social media for both personal and Central Fellowship Baptist Church ministry purposes. While CFBC does not, apart from Community Standards, generally impose requirements on employees' activities outside of work, CFBC does impose certain requirements on employee's personal and organizational use of social media. These requirements are necessary because of the publicly accessible nature of social media and its potential impact on our ministry and its reputation.

This Policy contains certain requirements that apply to both personal and organizational use of social media, and then some additional requirements that apply to organizational use only.

### **Purpose**

This Policy sets out Central Fellowship Baptist Church's requirements for how employees should use social media for both personal and organizational use.

### **Scope**

This Policy applies to all representatives of Central Fellowship Baptist Church, including employees, board members, and volunteers.

### **Section 1: Requirements for both Personal and Ministry Social Media Use.**

- **Be true to our values.** Our ministry is a Christian organization that has Christian beliefs and values. Your personal and organizational use of social media must be consistent with those beliefs and values.
- **Protect confidential information.** CFBC's privacy and confidentiality policy applies online as well as offline. Confidential information includes details about current projects, software, financial information, and personal information (e.g., personal contact information, photographs, financial transactions, medical

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history) regarding staff, volunteers, clients, beneficiaries, and other people involved with Central Fellowship Baptist Church ministry.

- **Respect your audience, CFBC ministry, and your co-workers.** People who follow your social networks will not always see the distinction between your personal life and your role at CFBC. Therefore, it's important to carefully consider content that you post. If you are expressing your own opinion, be sure to make it clear that it is just that — your personal opinion. If you are known as a representative of CFBC, or if you mention CFBC on any personal blog or social network, you should use a sample such as the following:

***This is my personal blog. Please understand that the ideas, opinions, conclusions, and all other content expressed here do not necessarily reflect the views of Central Fellowship Baptist Church.***

Approval must be obtained before posting or linking to political content, and partisan statements must always be avoided.

- **Do not post illegal, obscene, harassing, etc. information.** Employees must not post any material that is illegal, obscene, defamatory, profane, libellous, threatening, harassing, abusive, ridiculing, hateful, or embarrassing to another person or group of persons or another organization. Remember that CFBC's Anti-Harassment Policy applies to any form of online or offline communication.
- **Do not disparage other representatives of CFBC.** Employees must not attack or disparage fellow representatives or engage in online gossip about CFBC ministry or any of its representatives.
- **Set privacy settings.** Some social networks, such as Facebook, have various privacy settings. Employees who wish to restrict access to their information on personal social networks, such as Facebook, should set their privacy settings accordingly. However, an employee will not, by making content private, avoid responsibility for violating this Policy if CFBC learns of the violation.
- **Respect Terms of Use agreements.** Follow the Terms of Use guidelines for every social media platform that you use.
- **Respect CFBC's ministry time and property.** CFBC ministry staff time and technology are reserved for CFBC ministry-related activities. As a Christian ministry, we believe that stewardship of resources is extremely important. Representatives may access social media for personal reasons during lunch or after working hours, but CFBC ministry Community Standards still apply. Personal social media activities should not interfere with work commitments.

## **Section 2: Requirements Applying Only to Ministry Social Media Use.**

**Become authorized.** You may not comment as a representative of CFBC unless you are authorized to do so. To become authorized to comment in an official capacity, you must be trained by and gain approval from the Leadership Team, or senior pastor.

- **Be honest and transparent.** Use your real name and acknowledge that you are representing CFBC. But also, be cautious about what you post to protect yourself and your privacy.
- **Be relevant.** Post links and information relevant to CFBC's vision and mission. The best way to do this is to create a content plan and use it as a guide for all postings. Remember your audience and what they expect from CFBC's social media channels.
- **Strive for accuracy.** Make sure you check your facts and review content for spelling and grammatical errors before you post. If you make a mistake, be upfront about it and correct it quickly.
- **Use the voice of Central Fellowship Baptist Church.** Posts by CFBC's social media channels should be professional in tone and reflect the values and high standards of integrity held by CFBC ministry staff and members.
- **Link back to CFBC ministry's website.** CFBC's social media channels should redirect followers to the CFBC website whenever possible.
- **Be wise when responding to negative feedback.** Never respond to a negative post while you are angry. Answer with kind words and an understanding tone. If the individual persists with their "trolling," ask for a moderator from the Leadership Team to intervene.

## **Compliance**

Please understand that non-compliance with this policy could lead to disciplinary action up to and including termination of your employment or volunteer ministry with CFBC.