

Mayfield Baptist Church SOCIAL MEDIA POLICY

Philosophy

This policy sets out the standard of behaviour expected of staff and volunteers when using social media sites.

This policy outlines appropriate behaviour when referring to Mayfield Baptist Church (the Church) or where staff or volunteers are identifiable with the Church.

The Church recognises that Social Media is used for a variety of reasons to communicate and that content is often visible to the public. It is imperative that whichever media platforms are used, the Church's reputation and integrity are preserved.

Definition of Social Media:

'Social Media' is a web-based technology that is used, amongst other things, to broadcast messages, share information and videos and participate in dialogues. Examples of social media include but are not limited to social networking sites such as Facebook, and video and photo sharing applications such as YouTube and Instagram. These also include various microblogging applications such as Twitter and Tumblr, forums, weblogs, and professional communities such as LinkedIn.

'User' means a member of staff, volunteer or anyone else that is identifiable with the Church who would be expected to have, but not exclusively, administrator responsibilities re social media.

Purpose

This policy applies to all staff, volunteers, adherents and attendees of the Church engaged in any online activity that purports to represent ministries, services and/or individuals connected to the Church. This policy applies to any online activity that is undertaken on behalf of all church activities and programs regardless of the device or location of the device from which it is posted.

This policy also applies to users who contribute to Social Media and/or other sites who are identifiable as being associated with the Church.

The Church's Social Media Policy is to be read in conjunction with other policies that relate to the conduct of staff and the use of web-based sites for sharing and discussing information.

Policy

The Church acknowledges that every person has the right to contribute content to public communications on websites and social networking sites including Facebook, Instagram, YouTube and Twitter. However, inappropriate use of such communications has the potential to cause damage to the integrity of the Church, our staff and volunteers, as well as to the wider community. The social media outlets used and promoted by the Church are not "public" in the common sense of that word. They are approved communication outlets of the Church and the church has determined a common user policy for that social media

1. Standards:

Use of social media sites can have unintended adverse consequences for Mayfield Baptist Church or our members, staff, volunteers and attendees. As any published/posted material can remain widely accessible to others, the following provisions apply to all users.

- Users must not share any sensitive or confidential information or any content that may expose Mayfield Baptist Church, its staff, members, adherents, attendees, partner services or organizations to any possible legal liability.
- Users should be aware that a personal view posted online could be interpreted to be that of the Church.
- Users are to refrain from inappropriate behaviour on any social networking sites, especially where it may apply to children or vulnerable people.

2. Guidelines:

- Be smart about self-protection and online privacy.
- Only share knowledge that is true, accurate and encouraging. Remember you are representing our Lord and His Church.
- Be considerate of the privacy of others, and their personal views. Do not use any comments that could be deemed offensive, insulting, discriminatory or abusive.
- Be aware that there are legal restrictions against publishing photos of anyone, particularly children, without the correct consent.
- Always respect copyright and trademark laws, including logos and other identifying icons or words
- If there are any doubts as to what has been or can be placed on social media, please speak with a member of the Pastoral Team. Always check before releasing information that may potentially be harmful.