



SOCIAL MEDIA GUIDELINES

Created: 7/23/18

Last Revision: 08/07/18

GUIDING BELIEFS

First and foremost, all communication should adhere to the great commandment:

“You shall love the Lord your God with all your heart, and with all your soul, and with all your mind.’ This is the greatest and first commandment. And a second is like it: ‘You shall love your neighbor as yourself.’ On these two commandments hang all the law and the prophets.”

1. **We believe** that All Saints’ should be a voice of God’s love in the world, building relationships, telling stories of grace, and creating a diverse community.
2. **We respect** the opinions of others, strive to live up to our own beliefs, and always engage in a way that prioritizes kindness and compassion.
3. **We affirm** the importance of social media as a tool for evangelism and connection with our greater community.
4. **We strive** to use technology in a way that builds real and tangible relationships both online and offline.

SOCIAL MEDIA POLICY FOR THE CHURCH’S OFFICIAL ACCOUNTS

- When posting as All Saints’, respect your audience. Don’t use slurs, personal insults, obscenity, overly negative/confrontational language or engage in any conduct that would not be acceptable in the All Saints’ workplace.
- Refrain from discussing any information about All Saints’ that may seem confidential including:
 - Private information about parishioners
 - Personal information about clergy or staff members unless given permission.
 - Personal information related to pastoral care issues unless given permission.
- When posting about topics that may provoke strong emotional reactions, keep the language informative and objective.
- Consult clergy or human resources before addressing upset parishioners online. When necessary, suggest connecting offline.
- Do not post while under the influence of alcohol, or any substance, and communicate with people during daytime hours (approximately 8 am to 8 pm). If someone reaches out via social media outside of daytime hours, and it is not an emergency, wait for the morning to respond.
- People must be fully clothed in all photos you post.
- Make sure you have permission to post photos of people and particularly parental permission for any youth under 18 years old.
- Always be sure to have permission from communications to post on behalf of the church and inform communications when and what you intend to post.
- Do not tag minors in photos.

- Monitor all social media regularly. Engage with posts. Edit comments as necessary. Remove and report any inappropriate content. If it is inappropriate on the patio Sunday morning, it is inappropriate for our social media accounts.

SOCIAL MEDIA POLICY FOR EMPLOYEES

- When mentioning All Saints’ in a personal post, please do not swear or state controversial personal opinions.
- Even if your personal social media accounts are private, they are not confidential. If you don’t want what you are saying on the front page of *The Times*, don’t write/post it.
- When engaging with parishioners or speaking about All Saints’ on personal accounts, always speak as an individual and avoid speaking as “All Saints’”. Make it clear that you are speaking for yourself and not the church.
- You are personally responsible for the content you publish.
- Please notify church leadership of posts about All Saints’ that need attention.
- It is perfectly fine to talk about your work and have a dialogue with the community, but it is not okay to share any information that may be confidential, private, unannounced or for internal use only.
- Have you posted something related to All Saints’ that is incorrect? Be the first to respond or delete the message. If you correct or modify the post, make sure that it is clear that you have done so.
- Even if you act with the best intentions, you must remember that anything you put out there about All Saints’ can potentially harm the church. As soon as you act on the church’s behalf by distributing information, you are upholding the church’s image. Please act responsibly. If in doubt, please contact church leadership before you hit the post/send button.



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SOCIAL MEDIA POLICY FOR VESTRY AND MINISTRY LEADERS

- When mentioning All Saints’ in a personal post, please do not swear or state controversial personal opinions.
- Even if your personal social media accounts are private, they are not confidential. If you don’t want what you are saying on the front page of *The Times*, don’t write/post it.
- When engaging with other parishioners or speaking about All Saints’ on personal accounts, always speak as an individual and not as “All Saints’”. Make it clear that you are speaking for yourself and not the church.
- You are personally responsible for the content you publish.
- Be mindful of the rights of usage for media. If you are sharing media that you received from All Saints’, make sure you have permission.
- When posting images related to All Saints’, make sure you have permission to post from people in the photos. Make sure all people are fully clothed (ie. no swimming pool photos), and do not post pictures of minors without parental permission.
- It is perfectly fine to talk about your contributions to All Saints’ and have a dialogue with the community, but it is not okay to share any information that may be confidential, private, unannounced or for internal use only.
- Have you posted something related to All Saints’ that is incorrect? Be the first to respond or delete the message. If you correct or modify the post, make sure that it is clear that you have done so.
- Even if you act with the best intentions, you must remember that anything you put out there about All Saints’ can potentially harm the church. As soon as you act on the church’s behalf by distributing information, you are upholding the church’s image. Please act responsibly. If in doubt, please contact church leadership before you hit the post/send button.