



Social Media Policy

This policy is for those employed by and volunteering for the Network. Other relevant policies are the Data Protection Policy, Data Privacy Notice and the IT Security IT Security Policy.

1. Overview

To seek God's glory through utilising social media to connect and engage with Network Church ministries. Social media sites include Facebook, YouTube, Instagram and Twitter.

2. Accountability

- 2.1 Each social media page/group/account must have at least two administrators, with one administrator being responsible for the content.
- 2.2 Administrators must always be current members of the relevant Network Church, with one of these being on the respective leadership team.

3. Security

- 3.1 Access to devices used to operate social media accounts should be protected in accordance with our Data Protection Policy (section 9)
- 3.2 Passwords to accounts should be changed when there is a change in administrators.
- 3.3 For Facebook, administrators should take additional steps to keep their personal accounts secure (e.g. enabling 2 factor authentication) as Facebook pages and groups are linked to personal accounts.
- 3.4 If any administrator becomes aware that an account has been compromised, they must immediately inform the other administrators and take steps to secure and/or temporarily suspend the account.

4. Safeguarding

- 4.1 If anyone contacts an administrator regarding anything that is a safeguarding issue, this MUST be passed onto a member of the leadership team and the Safeguarding Coordinator/Representatives.
- 4.2 Personal and sensitive information is not to be shared on social media

¹ The Christ Church Network is the operating name of the Newland Christian Trust: a Christian charity (1101648) and Limited Company (04976143)

pages/groups/accounts (e.g. mission partner information, illness information). If there is any doubt, information should not be shared.

- 4.3 There should be one administrator who is responsible for the content. This should be a member of the leadership team who is familiar with the safeguarding policy and aware of any restrictions of posting photos of any individuals.
- 4.4 Photos of children should only be posted with parental consent.
- 4.5 The Christ Church Network safeguarding policies should be followed.
- 4.5 The personal profiles of administrators should be above reproach, contact with minors and vulnerable adults via personal Facebook pages should be kept to an absolute minimum. It is preferable that if an administrator is friends with a minor that they are also Facebook friends with the minor's parents, and contact be done through parents if possible.
- 4.6 No individual should use their personal accounts to link with any minor connected to the Network Church Ministries

5. Review process

- 5.1 There will be an annual review of all aspects of page/group/account by administrators.
- 5.2 There will be an annual review of the Social Media Policy by the Network Elders with input from page/group administrators.

6. Training

- 6.1 Relevant training in church social media policy for all administrators will be provided as appropriate.
- 6.2 Anyone who is assigned a role must have read Christ Church Network's Social Media Policy.

Guidelines for pages/groups/accounts

7. Page aim

- 7.1 Pages/groups will have a specified aim relating to the purpose stated in the Christ Church Network Social Media policy.

8. Target audience

- 8.1 Each social media page/group/account should establish its appropriate target audience in order to post/tweet accordingly.

9. Page content

- 9.1 Stipulate daily, weekly and occasional posts (appropriate for page/group/account).
- 9.2 Post page comments/tweets in third person or collective personal pronoun (we) as each page/group/account is representing one of the Churches in the Network.
- 9.3 Post photos as appropriate.
- 9.4 Frequency of page/group content to be considered to keep pages/groups active but

not spam members' feeds.

- 9.5 Share and retweet very selectively.
- 9.6 Page/profile/group MUST reflect the views of the Church, not individuals running the page/group.
- 9.7 Facebook pages must not allow posts from anyone other than those with assigned roles.
- 9.8 Facebook groups must have administrator-approved posts only.
- 9.9 Profanity filters should be switched to strong on pages.
- 9.10 Inappropriate content must be avoided:
 - potentially controversial topics
 - non-Church events
 - personal opinions
 - sensitive information (mission partners, illness etc).

10. Private messages (if applicable)

- 10.1 Administrators should reply to private messages, referring to the leadership team if necessary
- 10.2 Administrators must not be drawn into discussing controversial topics but should refer to an appropriate member of the leadership team to discuss further.

11. Facebook events (if applicable)

- 11.1 Pages/groups to decide when/if using Facebook events is a useful tool for that page.
- 11.2 Events to be created by the page/group who is running the event.

12. Etiquette

- 12.1 Only engage in conversation when someone initiates interaction.
- 12.2 Keep it about the gospel (preferably events which are overtly evangelistic, or word ministry).
- 12.3 Keep it positive – what we **do** believe in, what we stand **for**. Do not engage in disagreement or argument.
- 12.4 Steer clear of anything controversial.
- 12.5 Be cautious of promoting (by sharing or retweeting) particular publications.
- 12.6 When any contentious issue is raised by an individual, the administrator will respond privately.

13. Promotion of page/group/account

- 13.1 Page/groups/accounts should be promoted through organic means.
- 13.2 Administrators should be aware of opportunities to share pages/groups, but only with permission of administrators on the page/group they want to share it on.

13.3 Administrators should annually encourage those who like the page to share it on their personal profiles.

14. Closing of page/group/account

14.1 If a page/group/account is no longer active, the page/group/account should be closed down. Only active accounts are to be kept open so that when individuals search for accounts related to Christ Church Network, they will find accounts that are open and up to date.

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