



# Social Media Policy

## **Purpose of Policy**

This policy provides parameters in order to guide church staff, team members, employees, volunteers, and church leaders when social media tools are used on behalf of Ebenezer Bible Fellowship Church.

## **Social Media Tips**

- Be selective! There are a variety of digital platforms available. Use the right medium for the message. For example, don't use a Facebook post to communicate sensitive or private information.
- Be smart! A blog, community post, or social media post is often visible to the entire public and can/will be shared by others in various ways that cannot be controlled at any level. Be extremely wise with all content posted.
- Use grace! Always use Biblical wisdom when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offense responses publicly.
- In using social media, keep in mind biblical truth, our faith and order and how Christ would want each of us to conduct ourselves.
- Ask us! In areas where this policy does not provide a direct answer for how members of our church should answer social media questions, please check with Ebenezer Bible Fellowship Church's leadership team before speaking as a representative of the church.

## **Use of Social Media**

- All of Ebenezer Bible Fellowship Church policies, including harassment, confidentiality, and software use, apply in the extensive use of social media.
- Team members who misuse the Ebenezer Bible Fellowship Church social media resources in ways that violate the law or other ministry policies are subject to immediate disciplinary action.

## Guidelines

- Employees/volunteers who are interested in representing Ebenezer Bible Fellowship Church must first be approved by the Board of Elders.
- Social media postings should never disclose sensitive or confidential information, unless written consent to share said information is obtained from the individual it concerns. This includes but is not limited to personal and/or medical information.
- Please refrain from posting photos of individuals or identifying those individuals on Ebenezer Bible Fellowship Church's social media pages without their written consent prior to posting. Written consent can be submitted via email or text. If written consent is not received, the individual using the social media is responsible for disabling the "tagging" feature of photos posted on the ministry's page. If the photos reference a location, that information must be deleted as well.
- Copyright and Fair Use Laws must be respected at all times. Feel free to point or link to another individual's site, not post or blog about it like it is your own content.
- If any posted material concerning Ebenezer Bible Fellowship Church seems to be illegal (e.g. child or elder abuse, etc.) team members should contact church leadership immediately.
- Prior to posting any information concerning any of our missionaries, those postings should have permission from the missionary of concern.
- Employees and volunteers serving in the children and youth ministries must keep their professional image in mind at all times. Online conduct, comments, behavior, etc. affects this image.
- Ebenezer Bible Fellowship Church recognizes that there is significant use of social media by youth today. However, due to the potential for misinterpretation of the relationship and vulnerability of youth, we discourage staff members and volunteers from accepting invitations to "friend" youth group members within personal networking sites. Should a staff member of the youth group determine that accepting an invitation to "friend" a youth group member, they should advise both their parent as well as the Youth Pastor prior to accepting the invitation.
- Employees and volunteers are solely responsible for the content they publish online, including content from their own social media pages. It must be absolutely clear that all views/posts do not reflect Ebenezer Bible Fellowship Church, but are reflective of themselves.
- Remember that your online presence and posts can have the potential to affect the ministry of Ebenezer Bible Fellowship Church. For this reason, it is imperative

that you conduct your online interactions in accordance with this Policy, other Ebenezer Bible Fellowship Church Policies and the BFC Faith and Order. If you have any questions in this area, inquire with the leadership team for clarity.

- When in doubt, be positive! Whether someone has posted something mean, rude or distasteful, take the high road at all times.
- In the event of a crisis, contact church leadership prior to responding to any posting or comments relating to the crisis.

### **Public Relations Guidelines**

- Church communications may not be used for partisan political messages or paid advertising.
- Ebenezer Bible Fellowship Church Board of Elders may designate individuals to facilitate all external communication channels on behalf of the Church. Only those authorized may coordinate communications with members of the media on behalf of Ebenezer Bible Fellowship Church. Primary communication should be through our Senior Pastor or other Pastors as appropriate. Further delegation would need approval of the Board of Elders.
- Any external communication from the Church office regarding serious or unexpected incidents must be approved by church leadership and follow these guidelines.
- Always use Ebenezer Bible Fellowship Church's official name and logo. These branding items must be approved prior to official use.

### **Where Do These Guidelines Apply?**

This policy applies to all online and mobile platforms for sharing content and information, whether hosted by Ebenezer Bible Fellowship Church or hosted by others. "Social media" refers to social networking services, short-message services, message boards, wikis, podcasts, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this policy applies to all new social media platforms, whether or not they are mentioned. All social media platforms are relevant and included.