

# Social Media and Website Policy & Procedures for Grace Evangelical Lutheran Church

## PURPOSE:

The purpose of Grace Evangelical Lutheran Church's (GLC) social media pages and website is to inform the congregation, the public and the wider church by sharing the following, listed in order of priority:

1. the activities of Grace Lutheran Church and its people;
2. the activities of the Evangelical Lutheran Church in Canada (ELCIC) and the societies, groups, and leaders within it, particularly of the BC Synod;
3. the activities of the Evangelical Lutheran Church in America (ELCA) and other Lutheran churches around the world; and
4. the activities of Christian churches in Canada and around the world, particularly Christian missional and outreach efforts and modern trends in churches.

This priority list shall be the guideline for managing the number of posts in each category.

## POSTINGS:

- All posts on GLC's social media pages and website shall be relevant to the society's constitution and mission and/or congregational matters.
- Sharing news or information about other charities and organizations shall be avoided unless relevant to the GLC constitution and the purposes listed above.
- In accordance with Canada Revenue Agency legislation, no posts may favour or oppose political parties or candidates.
- Members of the congregation (particularly Ministry Team chairpersons) shall be encouraged to make posts regarding church-related activities.
- Posts representing personal opinion should be avoided. If made, the person posting must make it clear that they are speaking as an individual.
- Participation in posting on the social media pages or in the upkeep of the website is voluntary.
- Never disclose confidential information on the social media pages or the website.
- Refrain from posting items that could reflect negatively on GLC's or your own professional integrity, or that of others. Consider whether you would make the same comment in a public face-to-face meeting.
- Respect the laws governing defamation, discrimination, harassment, and copyright. Comments may not include profanity, off-colour or sexual humour or references to inappropriate conduct such as drug or alcohol abuse. Any comments you make online that may compromise an individual's privacy or reputation will be subject to the GLC management policies referenced below.
- Social media generally uses a less formal tone. Sharing stories and anecdotes will help connect your audience to the topic but ensure stories do not cross privacy and confidentiality boundaries.

- Ensure you have the resources to share well thought-out and relevant information, update content regularly and respond to input in a timely manner.

MANAGEMENT:

- *Administrator:* The social media accounts shall be linked to the church administrator's email address and that account shall be the only account that can add or remove editors from the page (page administrator). For Facebook, the administrator account will not be used to make posts on the group pages.
- *Accessibility:* All core social media pages shall be viewable to the public.
- *New Accounts:* All use of social media for GLC business must be approved and managed by GLC. New social media accounts, made to represent the society, shall be opened with council permission under the administrator's email address. All new accounts will fall under the guidelines of this social media policy.
- *Members:* Access to make posts on the social media accounts shall be granted to volunteer members in the various committees and Ministry Teams. At least one member of the Worship & Music Team and one member of the Mission & Outreach Team shall have access to make posts on the social media pages in order to post updates relevant to their activities. All posts must be made through the member's individual access through their personal Facebook account (they shall be granted access to post by the Administrator).
- At all times, at least two unrelated members of the congregation (at arm's length) shall have access to the social media accounts and the website. Members with access do not need to be the same for both the website and the social media accounts.
- *Overseer:* One member of council shall be designated to oversee management of the website and all social media pages and sub-pages (updates, postings, and maintenance). Their role is to ensure that all posts meet policy guidelines. The Overseer will contact the poster if the content falls outside of the policy guidelines to discuss relevancy and potential removal of the post.  
Access may be revoked or removed upon violation of this policy.  
The overseer shall present to council a summary of the data analytics for both the social media pages and the website on a quarterly basis.

April 2020