

9.0 MEDIA GUIDELINES

Website Protocol

Every congregation and church plant should have an active, inviting and regularly updated website that will provide those seeking information about the Anglican Church in your area the information they would need to satisfy their basic questions. While the development of websites is guided by basic trends and communication, it is ever evolving and local congregations should keep the following in mind:

1. Websites are becoming more reasonably priced every day and basic templates are provided by several companies that are reasonably easy to manage. The Diocesan website is one of the templates from Clover Sites.
2. Images are increasingly important to tell the story of your congregation so please resist the temptation to rely too heavily on text (be sure to secure permission from your congregant before sharing a personal story).
3. Templates for websites give you options on color schemes so that the congregation can more easily brand itself.
4. A seeker who visits your site will likely only click about three or four times, so the content must be fresh and remain fresh through frequent updating.
5. One of the clicks will usually relate to worship service location, times and services offered including nursery care, children's programs, youth programs and any special events planned for the weekend.
6. In posting images of minors, it is required to seek the written permission of parents or guardians prior to posting their photos.
7. Do not post personal contact information on your website.
8. It may be advisable to contact your favorite search engine and discuss with them effective means of increasing the likelihood of your website coming up at the top of the screen when someone is searching for a local Anglican Church.
9. On your website, please add links to the Diocese of Western Anglicans and to the Anglican Church in North America.
10. Be willing to research any ministry you associate yourself with on the Internet so as to ensure that your good reputation is maintained.
11. Websites that lead people to congregation based Facebook pages will often stimulate greater interest in your congregation.

Just keep in mind that the level of ease with which people navigate through the use of cellular telephones that they expect to be able to locate you with ease.

Images

In the posting of images on congregation and church plant communication vehicles, both digital and printed, there are several legal issues that should be given appropriate consideration:

1. Intellectual Property Infringement – this relates to the posting of images that you did not take yourself and which may be protected against copyright infringement. This could result in legal action against you and result in monetary damages.
2. Expectation of Privacy – this relates to photos that are taken of someone when there may be an expectation of privacy, including private gatherings, private spaces or sensitive moments (hospital rooms following surgery, restrooms, AA meetings, pre-wedding photographs of partially dressed people, confessional moments in worship, etc.). This also could result in litigation or in terribly damaged relationships among the members of God’s household.

Protection of Children – while not legally required, it is pastorally responsive to the feelings of vulnerability parents often exhibit when their children are exposed to real or perceived danger. Please exercise caution in the posting of images of children, even in public settings, and do all you can to avoid their faces or to place them in the foreground. It is highly advisable to seek written permission from a parent for the posting of an image of a child on any media. (Please see Appendix Q)

