

Grace Baptist Church Social Media Policy

This policy provides guidelines for employees and volunteers to follow when they use social media tools on behalf of Grace Baptist Church (GBC), or when GBC becomes part of a social media dialogue.

New social media tools emerge regularly. This policy applies to all forms of social media: those currently in use and those that GBC may adopt at any time.

Use of Social Media

- All GBC policies, including harassment, confidentiality and software use policies, apply to the use of social media.
- GBC's social media policy is established by the Council of Elders and administered by Ministry Leaders. Ministry Leaders or their designees (GBC Social Media Representatives) are responsible for regularly posting information on the ministry's behalf and for monitoring and responding to posts on these pages.
- Ministry employees who misuse the ministry's social media resources in ways that violate the law or other ministry policies are subject to disciplinary action.

Social Media Guidelines

1. Employees and volunteers (see Ministry Leaders and "designees" above) interested in representing GBC on social media must sign this document in agreement to abide by this policy. Future training classes may be required that would outline the recommended practices, limitations and legal parameters for administering the ministry's social media accounts.
2. Social media postings should not disclose sensitive or confidential information, unless the person that the information concerns has given written consent to share such information. This might include medical information or other personal matters.
3. GBC Social Media Representatives should refrain from posting photos of individuals — or identifying the individuals — on the ministry's official social media pages without their prior written consent which may be given by email or text. Social media representatives are responsible for disabling the "tagging" of individuals in photos posted on the ministry's page. If the photos include location information, this information is to be removed as well.
4. GBC Social Media Representatives will respect copyright and fair use laws, making sure that they have permission or authority to use content before posting it. Simply giving credit to the author will not protect the ministry from a possible copyright infringement claim.
5. GBC Social Media Representatives will monitor the page at least once per week, removing content that is obscene, embarrassing, abusive, or otherwise objectionable. If any posted

material appears to be illegal (example: child or elder abuse, etc.), social media representatives should contact their supervisor and other appropriate authorities.

6. When communicating with youth via social media, employees and volunteers should follow the Ministry Leader’s guidance and general guidelines in Reducing the Risk.
7. In addition, ministry workers and volunteers who serve in children and youth ministries should keep their professional image in mind. Online conduct and behavior affects this image. GBC discourages staff members and volunteers from accepting invitations to “friend” youth members within personal social networking sites. Contacting youth members outside the ministry’s youth group page may create risks for the ministry workers and alter the dynamic between a youth leader and youth.
8. Employees and volunteers are personally responsible for the content they publish online, including content they publish through their own social media pages. Employees should be sure to identify themselves as part of the ministry staff, including their role at GBC and make it clear that they are speaking for themselves, not officially for the ministry.
9. As an employee or volunteer of GBC, remember that your online posts have the potential to affect the ministry, even those you make on a personal level. For this reason, we ask that you conduct your online interactions in a way that honors God and reflects positively on GBC and your fellow brothers and sisters in Christ.
10. In the event of a crisis, contact the appropriate Ministry Leader or first available Elder before responding to any posting or comments related to the crisis.

By signing below, I attest that I have read and agree to abide by this Social Media Policy.

Signature

Date

Printed name