

Oklahoma District LCMS Social Media Guidelines

The Oklahoma District is one of the 35 Districts established by The Lutheran Church— Missouri Synod (LCMS) to achieve the Synod's objectives and carry on its activities. The following guidelines are intended to help in the administration of our ministry.

Social media has been defined in many ways. It includes electronic communications and online activities, such as text messages; email; e-newsletters, wikis; and social networking like Facebook, Twitter, and the like; and posting comments, such as on blogs. Our main goal in using social media is to inform our audiences and engage broader advocacy and support for District activities. Another goal is to publicize various events in which District congregations, schools, and rostered church workers are involved.

Our Lord said, "This is my commandment, that you love one another as I have loved you" (John 15:12). We request that our social media followers, friends, and supporters hold themselves to this standard and encourage respectful postings. We do not usually edit the posts of others, but the Oklahoma District reserves the right to refrain from including in its social media duplicate, irrelevant, inappropriate, or offensive content, or content that is otherwise inconsistent with the District's goals for social media usage. Political statements and/or endorsements are not allowed.

We suggest one applies the teaching in Ephesians 4:29 to any social media communication, "Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen."

We ask that participants refrain from:

- Direct and indirect solicitations
- Posts that conflict with LCMS theology
- Posts that have nothing to do with the church or Christianity, or whose purpose is unclear
- Links to personal pages/campaigns/music, etc.
- Material that violates copyrights.
- Material that includes personal contact information.

Comments and links posted by individuals reflect personal opinions and may not necessarily reflect the beliefs and practices of or be endorsed by the LCMS or its Oklahoma District. The Oklahoma District is not responsible for the contents of announcements received from congregations or schools.

The Oklahoma District LCMS does not claim any ownership rights in photos that you post on our social media. However, by posting a photo on our properties, you hereby grant to the Oklahoma District LCMS a non-exclusive, royalty-free, worldwide, revocable, non-transferable, perpetual license to use, modify, delete from, add to, publicly display and/or reproduce your photo, including without limitation in any online media formats and through any social media channels, pages, or accounts. You can revoke this license at any time by contacting us in writing and informing us that you no longer want us to use your photo.

Overall - it's pertinent to remember: What goes on the Internet, stays on the Internet. Google has a very good memory. Think about this before sharing anything online. If in doubt, don't write or post it. All that said, we do want to promote LCMS organizations, Oklahoma LCMS congregations, activities, and the work they do on behalf of the Lord. Photos and stories are welcome. Please share or provide your content to us for sharing on the Oklahoma District's online properties by sharing it through our social media or submitting it through the forms on www.oklahomalutherans.org.