



## Social Media Policy

**Authorised :**

**Signed :** \_\_\_\_\_

**Date :** \_\_\_\_\_

**Name :** \_\_\_\_\_

**Position :** \_\_\_\_\_

## Social Media Policy

### Introduction

The policy applies to Pastors, employees, and volunteer leaders of Bethel Baptist Church Pontyclun.

It also applies to anyone with a representative role within Bethel Baptist Church or who has access to the Church's web or social media platforms in use from time to time.

All new forms of communication provide opportunities to share the Good News of Jesus Christ in the world. They come, however, with new values. Whereas the printed word has a certain finality of declaration about it, social media is interactive, conversational and open-ended. Moreover, it happens in a public, not private, space. Bethel Baptist Church therefore encourages all users of social media to use social tools as a means of engaging in an interactive conversation with people of all faiths and none, and these guidelines aim to help us to do so.

### Principles

The principles applied are:

1. Be a faithful ambassador for Christ and a good representative of Bethel Baptist Church in all online activities.
2. Remember that you are always part of the Church and will therefore be seen as representative of the Christian position even when speaking personally.
3. Be credible. Be accurate, fair, thorough and transparent.
4. Be consistent. Encourage constructive criticism and deliberation.
5. Be cordial, honest and professional at all times. Be responsive. When you gain insight, share it where appropriate.
6. Be integrated. Wherever possible, align online participation with other communications.
7. Be respectful and respect confidentiality. Respect the views of others even where you disagree.

### Actions

1. Participate online in the same way as for other public forum. Take responsibility for the things you do, say or write. Be factual and accurate.
2. Never share personal details like home addresses and phone numbers except with someone who is known and trusted. Where possible or appropriate use a private message. Be aware an address can be disclosed in many ways for example via photos or a GPS position as well as in written form.

3. Always remember that participating online results in comments being permanently available and open to being republished in other media. Once something is posted to a blog or other internet site, it must be assumed to be still available even if it is later deleted from the original site.
4. Stay within the legal framework and be aware that safeguarding, libel, slander, copyright and data protection laws apply.
5. If telling a story about a person, ask yourself: **Is this my story to tell?**
6. Be aware that this may attract media interest in you as an individual, so proceed with care whether participating in an official or a personal capacity. If you have any doubts, take advice, but remember to be responsible for your online activities.
7. Be aware that effective ministry requires a range of responses in different media and that sometimes the use of social media as a principal tool can impact adversely on good time management and therefore be detrimental to offering an effective ministry.
8. Before posting photos/videos of under 18s, make sure that written permission is obtained from parents or guardians.
9. Posts on the Bethel social media pages should
  - a. Love God and/or Love others
  - b. Represent Bethel Pontyclun as a church and be in line with its core values