

# **Redstone Social Media Policy Draft**

The Church has been in the communication business since day one. Methods and approaches have changed, but the call to make disciples and share the Good News of Jesus Christ is still our imperative. The Presbytery of Redstone seeks to participate in this call using social media to connect and reach people in its community and the world.

Recognizing that social media presents a new set of opportunities and challenges, this policy seeks to insure that the Presbytery's social media use reflects the call of Christ in a changing world. Our goal is to provide useful and interesting content about our presbytery and facilitate open and respectful conversations that point to the work of Jesus Christ in our midst.

Redstone currently communicates electronically using email, a website, a Facebook page and Twitter account. The Presbytery will consider new media as they become available.

## **Creating and administering social media**

The Communications Committee will open accounts with the approval of presbytery council. Each account will have at least two administrators one of whom is on Presbytery staff (EP or designate) and one of whom is on the communication team (Media Administrators).

Only a staff member or a member of the Communications Team can create social media content representing the Presbytery of Redstone. Presbytery-related accounts should be used only for posting public information related to the mission and ministry of the presbytery, its congregations or the larger denomination.

Redstone Media Administrators reserve the right to add, remove or modify content and block disruptive users.

Every effort will be made to maintain reliable, useful and timely social media accounts. However, because the nature of social media includes collaborative posting and commenting, Redstone Presbytery cannot guarantee the accuracy and reliability of posts made by people other than its media administrators.

Redstone's posting guidelines will be available on the Redstone website and a link will be included on each social media account's profile page.

# Posting Guidelines for friends, followers and other users of Redstone social media

## You are invited to:

- Share in ministry by posting your grace-full thoughts, comments and questions.
- Learn from differences. We aren't here to "correct" each other's practices or question the faith of other traditions.
- Share links to *public* Redstone church events.
- Share links to books and articles and blog posts that pertain to ministry.
- Share links to ministry resources and tell us why you find them helpful or thought provoking.
- Use the "like" option to let people know you join others in prayer.
- Have a sense of humor and extend each other grace.
- Direct fundraising (asking for money) is limited to presbytery and session-approved projects with the permission of the social media administrators.

## Please:

- Don't share photo memes and viral videos that can be enjoyed on many other pages.
- Don't do direct fundraising. See above.
- Don't share photos of children or teens unless the guardians have signed a media release form.
- Don't engage in abusive behavior. This includes, but is not limited to, hostile language or images when referring to people of other ethnicity, genders, orientations, denominations, generations and nations.
- Don't violate copyright or intellectual property laws by posting recordings of music and other protected products.

## Remember:

- Redstone Presbytery is not responsible for content posted by group members and will remove inappropriate, abusive or inflammatory posts.
- Repeat violators will be blocked or removed from the group.
- Links on some posts will take the viewer away from the Redstone site. The inclusion of a link does not necessarily imply Presbytery endorsement of the site. Inappropriate links should be reported to the administrator.