

**It is the policy of Second Congregational Church to use social media to:**

- 1) give witness to the Good News in ways that are open, transparent, inviting, and safe for all users.
- 2) communicate past, current and upcoming events, news, and images related to the life of our church, reflective of the church mission statement and/or serving the good of our church and community.
- 3) Not allow marketing, inappropriate language, political or commercial comments or endorsements on Second Congregational Church social media.
- 4) Social media activities including actions of the Media Team will be transparent. Individuals can choose to opt-out of allowing images of them, their names and/or images of their children to appear on Second Congregational Church's social media platforms.
- 5) When staff leave employment at Second Congregational Church, they will no longer use the church email address(es) that they used as employees, or post on the church Facebook or church website pages, without permission from the Pastor.

**Procedures:**

1. Acknowledging that there are people of our congregation who do not use social media, the Media Team will offer instruction for those who wish to learn tools for using social media, will explain terms such as tagging, and will ensure that those having no interest in using social media do not miss out on information relevant to them, possibly by asking the Office Administrator to review the Facebook page once a week and include relevant news in the Sunday bulletin.
2. Photographing during worship should be as unobtrusive as possible.
3. The Media Team will inform the congregation about the purpose and content of the social media policy by means of the Open Door newsletter and Sunday bulletin. Individuals can choose whether to allow images of themselves and/or their children to appear on Second Congregational Church social media and also whether or not they are identified by name. Images of children may be posted unless parents' opt-out, but names will not be posted. Individuals who do not want images of themselves to appear on the church website, must "opt-out," by informing the Media Team or Office Administrator. Individuals present at our church who do not opt-out are giving tacit approval of their images being posted.
4. The Office Administrator will maintain the media database, i.e. list of church members and friends, indicating those who "opt out" for themselves and, if relevant, their children. She/he will inform the Media Team upon any changes.
5. The Media Team will maintain the Second Congregational Church website and Facebook page. Congregation members will be encouraged to post, or to send him/her, relevant images and text. If other committed and capable members are willing to provide posts of important church events, the Media Team may appoint them as Editors (not administrators).

6. Second Congregational Church social media platforms may be “moderated” i.e. posts submitted may be approved by the Media Team before going public.
7. The Media Team will encourage feedback and the submission of images and/or text and will provide information about ways to submit it.
8. The Media Team will share negative input with the pastor and/or other appropriate individuals
9. The Pastor, Office Administrator and Media Team may remove or edit posts, blogs, links, or images at any time.
10. Members or friends of the church who photograph a church event will not post photos of children unless they obtain written permission from the parent of the child or the Media Team, and will never post children’s names.

***...Adopted by the Administrative Council June 20, 2017***