



Social Media Policy – Webster Presbyterian Church

This Social Media Policy applies to all online and mobile platforms for sharing content and information, whether controlled by Webster Presbyterian Church or hosted by others, on which members of the Webster Presbyterian community engage in discussions or activities relating to Webster Presbyterian Church. The term “social media” refers to social networking services, blogs, short-message services, message boards, wikis, podcasts, image and video-sharing sites, and other methods for real-time information sharing among users. Because this is a constantly evolving area, this policy applies to all new social media platforms whether or not they are specifically mentioned in this policy.

1. Core values. In areas where this policy does not provide a direct answer for how members of our community should answer social-media questions, members should use their best judgment and take the most thoughtful and prudent action possible, bearing in mind Webster Presbyterian’s need to preserve accountability for the use of its name in all social media and the core values of this policy:

- **Be selective** – there are a variety of digital platforms available. Use the right medium for your message – a blog or social network might not be the right place for messages intended only for a small group, and email or other more targeted media might be best.

- **Be responsible** – social media are individual interactions, not official church communications. Members of the Webster Presbyterian community are personally responsible for the content they publish. Official statements of Webster Presbyterian policy may only be made by the Pastor or his designee.

- **Be smart** – a blog or community post is often visible to the entire world, and can be shared by others in ways that you cannot control. Remember that what you write is public, and will remain public for a very long time (perhaps permanently). Be respectful to our community.

- **Be identified** – authenticity and transparency are driving forces behind social media. Use real identities to the greatest extent possible rather than anonymous posts and comments.

- **Respect the privacy of others** – do not publish the personal information of others in the community without their permission or, in the case of children under 18 and protected individuals, written permission of their parents.

- **Be respectful** – Webster Presbyterian is a thoughtful and prayerful community that encourages free expression and values civil debate. If you disagree with others, do so with civility. Respect your audience, express your views with appropriate language, and be respectful of the Church and its teachings.

- **Be trustworthy** – respect the confidentiality of matters that are shared with you in confidence, or that are meant to be kept confidential by the nature of your work, ministry or volunteer mission.

2. Use of Official Name and Logo. Any use of the Webster Presbyterian Church name or logo for branding or titling pages, blogs, or other similar elements of social media must be approved in writing



prior to use. Requests for prior consent to use such names or logos should be made to the Communications Committee. Permission to use the name or logo of Webster Presbyterian may be revoked at any time in the sole discretion of the Communication Committee of Webster Presbyterian. This policy, however, should fully preserve free expression. It should not, for example, be interpreted to limit the ability of members of the Webster Presbyterian community from using the name of Webster Presbyterian to identify themselves in profiles, discuss matters relating to Webster Presbyterian, or other similar uses.

3. Duties of Owners and Moderators. Moderators of official Webster Presbyterian social media are responsible for ensuring compliance with this policy. All comment and response areas should be moderated if possible and consistent with the goal of the forum. Leaders responsible for such areas should review and approve comments prior to posting, and should not post any comments that do not meet our standards for civility, misrepresent the position of the Church, or that include profanity, defamatory language or speech that is otherwise inappropriate or off-topic. In an unmoderated forum, leaders should delete any comments or content that does not meet the standards of this policy as expeditiously as possible. Anonymous comments should be avoided except in circumstances where anonymous or pseudonymous speech is essential to the protection of the identities of the vulnerable. All moderation functions should reserve the right to ban repeat offenders. Moderators who permit users to post materials such as documents or photographs should make clear to users that the site will not archive those materials or be responsible for preserving them. Moderators will be assigned and approved by the Webster Presbyterian Communication Committee.

4. Individual Judgment. Even when engaging in social media for personal use, the comments of a member of the Webster Presbyterian community may be viewed as a reflection on Webster Presbyterian. Users should use their best judgment when engaging in social media activities and should be on guard against actions and discussions that could harm the interests of our community.

5. Transparency. Users' social media communications are made in their personal capacity and not on behalf of Webster Presbyterian. Statements made by members of the Webster Presbyterian community should not be taken as expressing the formal position of Webster Presbyterian unless the speaker is specifically authorized to do so by the Communication Committee or their designee.

6. Copyright Laws. Users must comply fully with copyright law when posting and uploading materials. Any posting of materials to official Webster Presbyterian social media must be limited to materials in which the copyright is owned by the party seeking to post the information, or in which the owner has consented to the sharing of the materials. Images and other materials from the Webster Presbyterian websites shall not be copied and uploaded to other forums without the prior written consent of the Communications Committee. This policy should not be construed to limit discussion of matters using the Webster Presbyterian name, and it should not be interpreted to limit users' ability to link to Webster Presbyterian sites.



7. Privacy. Users of social media must comply with the Webster Presbyterian Privacy Policy. All users of social media within the Webster Presbyterian community should take care to safeguard the privacy interests of other community members. In particular, personal information (that is, information that can reasonably identify a particular person, including name, phone number, address or email address) should not be disclosed without the prior written consent of the person identified. In cases where a user has consented to the publication of such information, appropriate privacy settings and levels should be utilized.

8. Children. Any site operated by Webster Presbyterian that is directed toward Protected individuals (see definition in Child Protection Policy) should be designed to limit access to authorized members, and leaders of such sites should take steps to ensure that unauthorized users will not have access to the site (by use of password protection or similar methods, if available). Registration for such a site must require the use of a legal name and valid contact information, such as an operational email address. Users of such a site may not post images of children under 18 without the prior consent of a parent or legal guardian of any protected individual depicted. For more information on Social Media with protected individuals please see Child Protection Policy, Youth Ministry, and Children Ministry's Policies and Procedures

9. If You See It, Say It. Any use of social media that does not comply with this policy should be brought to the attention of the Communications Committee immediately.

10. Questions and Updates. This policy was drafted by the Webster Presbyterian Communications Committee in collaboration with the church staff, and approved by the Session. Questions concerning the policy should be directed to the Communications Committee. This policy may be updated and modified at any time. Users will be apprised of changes in this policy by our posting this policy on the Webster Presbyterian website at www.websterpresby.org.

Approved ??, 2015