



SOCIAL MEDIA POLICY

APPROVED BY THE TEMC BOARD OF DIRECTORS ON JULY 22, 2013



INTRODUCTION

Social media tools are powerful channels of electronic communication that often invite their audience to participate in a conversation. Examples include, but are not limited to, Facebook, Twitter, LinkedIn, YouTube, Flickr, blogs, (etc).

Employees and representatives of Trinity Evangelical Missionary Church (TEMC) use social media for both personal and ministry purposes. While TEMC does not impose requirements on employees' activities outside of work, TEMC does impose certain requirements on an employee's personal and organizational use of social media. These requirements are necessary because of the publicly-accessible nature of social media and its potential impact on the individual, the ministry of TEMC, and the reputations of both.

This Policy contains certain requirements that apply to both personal and organizational use of social media, and then some additional requirements that apply to organizational use only. This Policy applies to all representatives of TEMC, including employees, board members, and volunteers.

REQUIREMENTS FOR BOTH PERSONAL AND MINISTRY SOCIAL MEDIA USE

Be true to our values. Our ministry is a Christian organization that has Christian beliefs and values. Your personal and organizational use of social media must be consistent with those beliefs and values as well as uphold TEMC's Plan to Protect Policy.

Protect confidential information. TEMC's view on confidentiality applies online as well as offline. Confidential information includes details about current projects, software, financial information, recorded events, and personal information (e.g., personal contact information, personal prayer requests, photographs, financial transactions, medical history) regarding staff, volunteers, clients, beneficiaries, and other people involved with TEMC.

Respect your audience, TEMC, and your co-workers. People who follow your social networks will not always see the distinction between your personal life and your role at TEMC. Therefore, it's important to carefully consider content that you post. A personal site should not contain the TEMC logo, or anything that would cause confusion as to whether the site is an 'official' site of the church. If you are expressing your own opinion, be sure to make it clear that it is just that — your personal opinion. If you are known as a representative of TEMC, or if you mention TEMC on any personal blog or social network, you should include a statement such as the following example:

This is my personal blog. Please understand that the ideas, opinions, conclusions, and all other content expressed here do not necessarily reflect the views of my employer, Trinity Evangelical Missionary Church.



Do not post illegal, obscene, harassing, etc. information. Employees must not post any material that is illegal, obscene, defamatory, profane, libellous, threatening, harassing, abusive, ridiculing, hateful, or embarrassing to another person or group of persons or another organization. Remember that TEMC's view on harassment and discrimination applies to any form of online or offline communication.

Do not disparage other representatives of TEMC. Employees or representatives of TEMC must not attack or disparage fellow representatives or engage in online gossip about TEMC or any of its employees or representatives.

Set privacy settings. Some social networks, such as Facebook, have various privacy settings. Employees who wish to restrict access to their information on personal social networks, such as Facebook, should set their privacy settings accordingly. However, an employee will not, by making content private, avoid responsibility for violating this Policy if TEMC learns of the violation.

Respect Terms of Use agreements. Follow the Terms of Use guidelines for every social media platform that you use.

Respect TEMC time and property. TEMC staff time, technology, and other property (e.g., publications, photographs, or recordings of sermons, activities or events) are reserved for TEMC -related activities. As a Christian ministry, we believe that stewardship of resources is extremely important. On occasion, employees may access social media for personal reasons during working hours; however, personal social media activities should not interfere with work commitments.

REQUIREMENTS APPLYING ONLY TO TEMC SOCIAL MEDIA USE.

Become authorized. You may not comment as a representative of TEMC unless you are authorized to do so. To become authorized to comment in an official capacity, you must receive approval from your supervisor and follow all guidelines as set out and established by your supervisor.

Be honest and transparent. Use your real name and acknowledge that you are representing TEMC. But also be cautious about what you post to protect yourself and your privacy.

Be relevant. Post links and information relevant to TEMC's vision and mission. Create a content plan and use it as a guide for all postings. Remember your audience and what they expect from TEMC's social media channels.

Strive for accuracy. Make sure you check your facts and review content for spelling and grammatical errors before you post. If you make a mistake, be upfront about it and correct it quickly.

Use the voice of TEMC. Posts by TEMC's social media channels should be professional in tone and reflect the values and high standards of integrity held by TEMC staff and members.

Link back to TEMC's website. TEMC social media channels should redirect followers to the TEMC website whenever possible.



Be wise when responding to negative feedback. Never respond to a negative post while you are angry. Answer with kind words and an understanding tone to reduce the risk of escalation. If the individual persists with their “trolling”, seek the assistance of your supervisor and possible mediator to intervene.

COMPLIANCE

Please understand that non-compliance with this policy could lead to disciplinary action up to and including termination of your employment or volunteer relationship with TEMC.

IDENTIFYING INAPPROPRIATE USE

If you notice inappropriate or unlawful content that has been published in breach of this policy, please report your claim via email to TEMC staff and/or church board. All reports will be handled in a confidential manner.

FURTHER INFORMATION

For further information or clarification on this policy, contact the TEMC staff and/or church board.