

Social Media Policy

Intent:

The intent of the social media policy is to define the acceptable methods of communications between adults and youth, and who is allowed to use the defined methods of communication.

Goal:

The goal of this policy is to help communicate timely program information to our youth and promote our programs all while protecting the youth and the adults involved in our programs.

1. **Communication Matrix** – The matrix below defines the acceptable and unacceptable methods of direct electronic communication between adults and youth (Y = Yes, is allowed, N = No, is not allowed)

	Pastors	Youth Minister	Education Minister	H.S. Volunteers	Confirmation G.G.	S.S. Teachers
Phone (voice)	Y	Y	Y	3	1	1
Email	Y	Y	Y	2	2	2
Text	Y	Y	Y	4	N	N
Facebook (wall posts)	Y	Y	Y	Y	PD	PD
Twitter, etc.	Y	Y	Y	N	N	N

1 = Home phone or parent's cell phone only.

2 = Family email or youth email plus cc parent and YM.

3 = Home phone – youth's cell on outings or mission trips.

4 = Only during outings or mission trips.

PD = Parental Discretion - Check with parent after friend requests are received.

Note – Snapchat and other methods not listed above are not allowed forms of electronic communication between adults and youth.

2. **Photographs** – Pictures shown must be modest and appropriate in nature. Bear in mind copyright infringement laws when posting pictures. The following defines the methods.

- a. Bulletin Boards/TV's/S.S. Rooms – Pictures may be displayed and first names may be listed for internal church use.
 - b. Website – Pictures may be displayed, but no names listed unless approved by the parent(s).
 - c. Facebook (Personal) – Pictures may be posted, no names or tagging allowed. Parent's bear the burden of responsibility along with their youth of pictures posted by their son or daughter.
 - d. Facebook (Church FB Page) – Pictures may be posted, no names or tagging allowed. Cross of Peace will not be tagging photographs.
3. **Videos** – Videos posted must be modest and appropriate in nature. Bear in mind copyright infringement laws when posting videos. The following defines the methods.
- a. Website – Videos may be posted, but no names listed unless approved by the parent(s).
 - b. Facebook (Personal) – Videos may be posted, no names or tagging allowed. Parent's bear the burden of responsibility along with their youth of videos posted by their son or daughter.
 - c. Facebook (Church FB Page) – Videos may be posted, no names or tagging allowed. Cross of Peace will not be tagging videos.
 - d. YouTube, Vimeo, and other video posting sites – Videos may be posted, no names or tagging allowed. Parent's bear the burden of responsibility along with their youth of videos posted by their son or daughter.
4. **Church Website** – The church website is to be used inform its members and the general public about the ministry of the congregation, worship services, upcoming events, and to generally promote the church.
- a. **Who can post?** – All posts are to be either made by a staff member or by someone appointed by staff to do so. Pages are to be arranged by age group (confirmation, high school youth group, etc.)
5. **Church Facebook Page** – The church website is to be used inform its members and the general public about the ministry of the congregation, worship services, upcoming events, and to generally promote the church.
- a. **Who can post?** – All posts are to be either made by a staff member or by someone appointed by staff to do so.
 - b. **Content** – Content should be newsworthy and promote the church's events. Pictures or videos may be posted, no names or tagging allowed. Cross of Peace will not be tagging content.