



SOCIAL MEDIA POLICY

POLICY STATEMENT

Pastors, other paid staff and volunteers in ministry teams have a positive and also inescapable role in presenting an image of Calvary Family Church through the way they conduct themselves and this is particularly true of social media activities where the scale of potential observers is vast. Social media presents a great opportunity to engage in activities that fulfil the mission and purpose of Calvary Family Church. The purpose of this policy is to ensure that Pastors, other paid staff and volunteers in ministry teams can continue to be encouraged to engage in social media activities whilst ensuring they do not have an adverse impact on Calvary Family Church, its members and staff.

DEFINITIONS

Social Media

Social media refers to a range of internet-based tools used for sharing and discussing user-generated information, opinion and other content over open digital networks. Social media may include, but is not limited to:

- Social networking websites (e.g. Facebook, Myspace, Bebo, Yammer);
- Professional networking sites (e.g. LinkedIn);
- Online classrooms (e.g. Moodle);
- Blogs, including corporate blogs and personal blogs (e.g. BlogSpot, WordPress);
- Blogs hosted by media outlets (e.g. the 'Add your comments on this story' feature on the news.com.au website);
- Micro-blogging (e.g. Twitter);
- Video and photo sharing websites (e.g. YouTube, Flickr, Tumblr, Instagram, Snapchat);
- Video on demand (vod) and podcasting;
- Wikis and online collaboration (e.g. Wikipedia);
- Forums, discussion boards and groups (e.g. Google Groups, Whirlpool);
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second Life);
- Instant messaging (e.g. Windows Live); and
- Geo-spatial tagging (e.g. Foursquare).

POLICY

Personal Use

Calvary Family Church recognises that Pastors, other paid staff and volunteers appointed by the church may use social media in their personal life. This policy does not intend to discourage nor unduly limit their personal expression or online activities.

Whether on or off duty, the conduct of Pastors, other paid staff and volunteers in ministry teams will reflect on Calvary Family Church and, therefore, such individuals must endeavour to protect the reputation of Calvary Family Church by behaving in an appropriate manner when using social media.

This policy sets the standards expected when Pastors, other paid staff and volunteers in ministry teams appointed by the church use social media in a private capacity, including if they:

- identify themselves as a Pastor, paid staff member or ministry volunteer of the church directly or as part of a user profile; or
- can be identified as working or ministering for Calvary Family Church via the content of their postings; or
- inadvertently identify themselves as a representative of Calvary Family Church through any other means.

All Social Media is Public Comment

Pastors, other paid staff and volunteers appointed by the church must be aware there is no such thing as a 'private' social media site, regardless of the privacy settings that may be in place. Therefore, if a comment is made about Calvary Family Church (or a "church" where it is evident that this is a reference to Calvary Family Church) on a social media site, it is actually a public comment.

Posting, sharing, liking information online is a public activity and no different from publishing information in a newspaper. It is expected that, as Christians, each person covered by this policy would consider how Jesus views a posting before making it. Pastors, other paid staff and volunteers appointed by the church are further advised not to post anything on social media sites that they would not be comfortable:

- having quoted in the media;
- being asked about by one of their parents;
- being queried by their supervisor or manager; or
- being viewed by the Senior Pastor or their spiritual mentor.

Pastors, other paid staff and volunteers appointed by the church should be aware that:

- Everything posted, shared, liked or received on a social media site is public property. Once something is published online, control of it is lost forever. Search engines can find posts years after the publication date, even if they are no longer visible on the site. Comments, even when sent to friends only, can be forwarded, quoted or misquoted.

Archival systems save or cache information even if it is subsequently deleted. Once something is posted online, it cannot be withdrawn.

- The terms of service for social media sites apply to whatever material is posted on the site. These terms may allow for posted material to be used in ways the author did not intend, such as allowing the site owner to exchange information on the site with third parties without seeking the author's permission.

Pastors, other paid staff and volunteers appointed by the church must not, in any capacity, make comments in social media about any incident, policy or procedure of Calvary Family Church without prior authorisation from the Senior Pastor. The Senior Pastor, or a delegate nominated by the Senior Pastor, is responsible for representing Calvary Family Church externally on all matters concerning Calvary Family Church to ensure any information published is accurate, factual and provided with a proper context. Nothing in this policy provides the authority to represent Crosslink Christian Network (which will be in accordance with its policies and practices).

Public Comment as a Private Citizen

As private citizens, Pastors, other paid staff and volunteers appointed by the church have the right to enter public debates and comment on a wide variety of issues in their own time. For example, Pastors, other paid staff and volunteers appointed by the church have the right to post comments on news stories at a newspaper's internet site, write letters to the editor or call talk back radio. However, Pastors, other paid staff and volunteers appointed by the church must not refer to their position at Calvary Family Church when expressing a personal opinion or participating in public debate.

Where Pastors, other paid staff and volunteers appointed by the church choose to identify themselves as having such a position with Calvary Family Church, either directly or as part of a user profile, or using a church email address, then (regardless of any privacy settings) they are no longer commenting in a private capacity and can only comment if authorised to do so. For example, a person identifiable as a representative of the church posting offensive, racist or obscene material on social media would be in breach of this policy.

Professional and Ethical Guidelines

Where use of any online social media by Pastors, other paid staff and volunteers could lead a person to determine that they are associated with Calvary Family Church, they should adhere to the following guidelines:

- Use online social networking to build and maintain relationships and provide strengthening, encouragement and comfort;
- Engage in the benefits of online social networking by upholding a professional and respectful approach to all postings and communication;
- Be aware that the content that the Pastors, other paid staff and volunteers posts may be viewed by individuals other than those for whom it is intended;

- Consider the content being posted and the impact it may have on others before posting; and
- Do not post any content to others that the Pastor, paid staff member or ministry volunteer would not accept or would find offensive if the nature of the content was posted in relation to the Pastor, paid staff member or ministry volunteer.

Appropriate Use

Each Employee has an obligation to behave ethically and use sound judgement in the discharge of their duties. The values, beliefs, responsibilities and behaviours expected by other Calvary Family Church behavioural policies should be used as a reference point for the appropriate use of social media, even when such use is in a private capacity.

When posting to social media sites in a private capacity, Pastors, other paid staff and volunteers appointed by the church should ensure any opinion provided is a personal opinion and follow the guidelines below:

- Consider and take reasonable steps to ensure content posted will not be perceived as content that is, or is likely to be, related to Calvary Family Church and/or bring Calvary Family Church into disrepute, or otherwise embarrass Calvary Family Church;
- Do not upload, transmit, share or otherwise make available private information regarding members of the church, church-related documentation, intellectual property or other information subject to copyright;
- Consider and take reasonable steps to ensure that any comments uploaded, transmitted, shared or otherwise made available do not imply Calvary Family Church’s endorsement of personal views and/or is not perceived as an official posting, announcement or communication; and
- Do not use Calvary Family Church’s name to endorse products, causes or opinions.

Pastors, other paid staff and volunteers appointed by the church who are uncertain whether material they have posted, uploaded, transmitted, shared or otherwise made available on a social media site is a breach of law or policy are to remove the material immediately and seek advice from the Senior Pastor.

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