

Crestwood Christian Church SOCIAL MEDIA POLICY

Approved by the Administrative Board, November 13, 2019

Crestwood Christian Church may from time to time decide to utilize various Internet social media services to communicate with Church staff, Church members, and/or the general public. This includes Facebook, Twitter, Instagram, Snapchat, or any similar service that allows communication and interaction over the Internet. Use of Social Media to represent or communicate information about the church shall be subject to the following conditions.

- Social media shall be used in a positive and affirming manner consistent with the mission statement of the Church and all other policies and procedures of the Church.
- Social media may be used to facilitate communication about church programs and activities among interested persons, and to foster an interactive community among church members, participants, and where appropriate, the public.
- The Head of Staff, subject to oversight of the Administrative Board, shall have ultimate responsibility and accountability for activities and communication representing the Church on any social media platform
- Social media accounts, profiles, or groups that represent the Church or any specific program of the Church shall be created only with the express approval of the Head of Staff or his/her designee.
- The head of staff or his designee shall be made a member or connection of any social media group or profile which represents the Church, so that person may monitor social media activities involving the Church. Where available, the head of staff or his designee shall be made a moderator, administrator, or similar official in order to monitor that access and posting privileges and in order to ensure the Church maintains continuity of ownership or administration of the Church's social media presence.
- Only persons specifically designated or approved by the Head of Staff or his designee shall be permitted to act on behalf of the Church on social media.
 - Only persons so designated shall be a group moderator or administrator.
 - Only persons so designated shall make posts that originate from the Church's social media accounts or otherwise appear to be an official communication of the church.
 - In general, persons authorized to pose on behalf of the church shall be in the discretion of the Head of Staff, but shall ordinarily consist of the ministers,

the office administrator, youth sponsors, and lay leaders of any particular group that maintains a social media presence.

- This provision shall not preclude any church member or other interested individual from interacting with or participating in the Church's social media presence, as long as individuals not so designated do not purport to communicate on behalf of the Church.
- No posts of any kind, whether text, photographs, audio, video, or any other type, shall be disparaging to any other person, shall be intended to embarrass, humiliate or disparage any other person, or shall contain vulgar, obscene, hurtful, or otherwise inappropriate content. Any person so misusing any portion of the Church's social media presence may be blocked or banned from further participation in the Church's social media presence.
 - Nothing in this provision is intended to prohibit or discourage legitimate debate and discussion about the church's teachings, beliefs, or other matters of faith and faithful inquiry and discovery.
- Any social media group that relates primarily to the children's or youth ministries of the church, or other groups that relate primarily to persons under the age of 18, shall be maintained as a "closed" or "restricted" or equivalent group on the social media platform.
- Confidential or personal information, such as home addresses, phone numbers of Church members and participants, travel plans, and similar information that reasonable people would not want to be disclosed publicly, shall be posted only to groups designated as "closed" or "restricted" or equivalent.
- Participation in any "closed" or "restricted" or equivalent social media group affiliated with the Church shall be afforded to any *bona fide* member or participant in such group, or other person who has a legitimate interest in the group's social media activity. For instance, should CYF create a closed group on social media, no high-school-aged church member, other regular participant in CYF, or parent/guardian of any such person, shall be excluded from participation in the closed group.
- Paid use of social media, such as promoted posts, may be undertaken only with the approval of the Head of Staff or the appropriate committee or ministry team from whose budget the expense will be paid.
- The Head of Staff or his/her designee shall have the authority to direct that any person violating the terms of this policy be temporarily or permanently banned from participation in any social media forum of the Church.
- This policy shall be made available to every employee, committee chairperson, and

officer of the Congregation, and shall be provided to each member of the ministry council on an annual basis.