

# Christ Lutheran Church

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## Social Network Policy

Revision 1

**Purpose:** The purpose of this policy is to provide oversight and guidance in the management of all CLC social network environments.

**Scope:** This policy applies to all online and mobile platforms for sharing content and information, whether controlled by CLC or hosted by others, on which members of CLC engage in discussions or activities relating to CLC. 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 mention in this policy.

**Responsibility:** The Pastor and the Technology and Communication Committee Chairman shall maintain the highest level of access to CLC controlled platforms and shall have the authority to assign social network duties (admin, editor, monitor, etc...) to a “Social Media Director” and social media moderators.

**Term:** This policy shall remain in effect until replaced by a future Technology Oversight Policy.

### Policy:

1. The Social Media Director shall be an active member of the Technology and Communication Committee.
2. Moderators will be given administrator level access to CLC controlled platforms and shall be allowed to make posts within said platforms.
3. Prior to publishing, moderators shall make posts available for review by the Pastor or the Social Media Director.
4. Any posts or comments made to a platform controlled by CLC that are made by someone other than a moderator shall be removed immediately.
5. Any use of social media that does not comply with this policy should be brought to the attention of the Pastor, the Social Media Director, or a moderator.
6. All social media posts shall identify the person who made the post, meet the core values of CLC, and shall be responsible, smart, respectful, and trustworthy.
7. Moderators should not post any comments that do not meet standards for civility, misrepresent the position of the Church, or that include profanity, defamatory language or speech that is otherwise inappropriate or off-topic.
8. Marketing and Advertising of and for member owned or third party businesses or services is prohibited on all CLC controlled platforms.

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9. Pictures of individuals younger than 18 will be allowed except in the case where a parent/guardian requests that they not be used. In no case will individuals younger than 18 be identified by name.
10. Uncontrolled social media sites:
  - a. When engaging in social media (i.e. a member's personal social site), comments from a member of CLC may be viewed as a reflection on the church. Members should use their best judgment when engaging in social media activities and should be on guard against actions and discussions that could harm the interest of CLC.
  - b. Statements made by members of CLC in their personal capacity are not made on behalf of CLC and should not be taken as expressing the formal position of CLC unless the speaker is specifically authorized to do so by the Pastor.

## **Revision History:**

Revision 1: Approved July 8, 2014