Sample Social Media Policy

The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, employees should use their professional judgment and take the most prudent action possible.

Personal blogs and/or information through any media format should have clear disclaimers that the views expressed by the author or speaker is the author or speaker’s alone and do not represent the views of the church. The writing should be in the first person, and it should be clear that you are speaking for yourself and not on behalf of the church. This guideline also applies to speaking at public events or to the media. Position titles should not be used in personal writing or speaking.

Information published on a blog(s) should comply with the church’s confidentiality and disclosure of proprietary data policies. This also applies to comments posted on other blogs, forums, and social networking sites. Your online presence reflects on the church. Be aware that your actions captured via images, posts, or comments can reflect that of the church. Do not reference or site the church without express consent. Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well. Church logos may be used for business purposes only.