

Urbandale United Church of Christ Social Media Policy

Social Media Communications

In order to extend the life of the congregation, enhance communication and develop participation of people in the life of the church and its ministry, Urbandale United Church of Christ will authorize certain members as part of the UUCC Social Media Team to manage the church's official website and organization page on social media sites such as Facebook, Twitter, etc.

General Social Media Policy

No Minister, employee, volunteer or member of Urbandale United Church of Christ shall create or use a media site (web, Facebook, Twitter, Pinterest, YouTube, or similar) in the name of or purporting to represent the church without the explicit written permission of the UUCC Social Media Team. When clergy or staff, acting in their capacity as a representative of the church, lead or coordinate a group activity using social media, each may use only official church sites/channels when they have been made available by the church. These may include web pages, Facebook, e-mail and similar means.

Code of Conduct

Each member of the UCC Social Media Team who leads using the resources of UUCC social media shall apply this Social Networking Code of Conduct:

- Prohibit comments that are, or could be construed by any observer, to be harsh, coercive, threatening, intimidating, shaming, derogatory, demeaning, or humiliating, or those that are inconsistent with our discernment statements or mission covenant.
- Prohibit sexually oriented conversations or discussions about sexual activities.
- Prohibit private messages or "friending" between employees and volunteers and children under age 18.
- Prohibit posting inappropriate pictures (for example, sexually suggestive, exploitive or voyeuristic) or inappropriate comments on pictures.
- Provide children and their parents with this Social Networking Code of Conduct.
- Encourage parents to play a role in monitoring their children's interactions with employees and volunteers.
- Continuously remind children how to interact appropriately through social networking sites.
- Deny participation by individuals who repeatedly violate the Code of Conduct.

Privacy

Care should be taken to guard private or confidential information. This includes but is not limited to information about people's personal lives, personal email addresses or phone numbers. Photos of employees or church members should not be posted without prior consent via media release form. Privacy settings should be set to disable users from "tagging" people in photos.

Tips

- Members of UUCC Social Media Team should allow time to edit and reflect prior to posting information and/or comments on social media sites.
- Users should refrain from the use of all caps. It is the online equivalent of yelling.
- Consider whose story it is to tell. Post your information, not others.
- Information posted online tends to endure even after being deleted.
- Refrain from using sarcasm on social media sites as it is easily misunderstood.

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