

St. Stephen's Episcopal Church

Social Media Content Guidelines

The following guidelines have been created to ensure the integrity of our Christian messaging on social media platforms that are open to the public, such as Facebook or Instagram. They are also meant to protect the privacy of the individuals using or being represented.

Social Media includes all forms of electronic communication (such as websites and applications used for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos, links, etc.).

The following content will not be allowed on St. Stephen's social media:

1. Parishioner's names or personal contact information
2. Pictures of children without parental consent
3. Stories about a parishioner without their consent
4. Political or social commentary - including diocesan politics or opinions
5. Promotion of commercial items or services
6. Profanity, hate speech, etc.

While these guidelines are intended for social media content accessible to those outside the St. Stephen's community. Guidelines 3 through 6 above must be followed on all internal parish communications as well. Internal media includes the parish newsletter *The Witness*, The Email Chain, bulletin board postings, private/secure groups on social media etc.

Users of social media to hold meetings especially when including children must adhere to the Diocesan Best Practices for a Safe Church Online published in March 2020. The link to the document is: <https://www.edomi.org/wp-content/uploads/2020/03/Best-Practices-for-a-Safe-Church-Online-2020.03.30.pdf>

The Wardens and Priest (the Executive Committee) are responsible for the proper administration and use of the social media channels. The Witness Editor, Social Media Intern and Email Chain Administrator are accountable to this Committee and will not change the processes or intent of these guidelines without prior permission from the Executive Committee. The Executive Committee has the final say in what is or is not appropriate content.

June 2, 2020