



WESTVIEW PRESBYTERIAN CHURCH

Governing Policies

Evangelism/Outreach Ministry Areas

SOCIAL MEDIA POLICY

Social Media Team

Purpose:

1. Increase digital communication focus and capabilities while not losing touch with some of the church audiences who have access only through print.
2. Raise external awareness and increase engagement with existing and prospective members.
3. Utilize media relations to bring awareness to Westview Presbyterian Church.

Background:

The Outreach and Evangelism Committee voted to form a Social Media Team (SMT) to manage all of Westview's social media spaces - Website, Facebook, YouTube, Times-Call, etc..

The decision to create and maintain this document was recorded in the 02 Apr and 07 May 2020 Outreach MA meeting minutes:

- The Team will develop a process document to manage, accept and maintain all social/public information to further Westview's mission.
- The original team included: Susan Bunic, Vickie Kintzel, Nancy Hurianek, and Don Hill.
- Westview's pastor and Office Manager are designated co-members of the Social Media Team and may contribute and attend meetings as needed. Interested volunteers may also join the team.

Process Controls:

The social media team will meet on a regular basis.

- All members of the social media team are authorized to update the church web site, Facebook, YouTube, and Times-Call postings plus other social media platforms the church chooses to use.
- The social media team will strive to make requested updates in a timely manner.
- Website change requests will be handled as follows:
 - A reference to any story originating either on the PC(USA) or the Presbytery of Plains and Peaks website is automatically approved.
 - Simple editorial change requests can be automatically approved by the webmaster.
 - Other change requests should be discussed with the SMT before making any change.

Once a change has been published, the person making the change will notify the change requestor, webmaster, pastor, and office manager.

A change log will be maintained to record all website updates and will be reviewed at the monthly Outreach and Evangelism MA meetings. The change log will be submitted to the Outreach and Evangelism elders and the Office Manager on a monthly basis, with the rest of the Outreach and Evangelism MA on carbon copy. The Office Manager will maintain a copy of the change log.

Social Media User Agreement:

Persons using any Westview Presbyterian Social Media Page agree:

1. Not to attack other users.
2. Not to post advertisements, solicitations and/or marketing material and/or other promotion of any business or commercial interest, chain letters, or pyramid schemes.

Outreach/EMA Policy Final

02/25/2021

Adopted by Session: 02/25/2021



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3. To respect other churches, without ridiculing, defaming, or libeling them in comments or articles.
4. To post statements on Church Policy or Official Church Business ONLY as authorized by the Pastor or the Session.

Prohibited Content on Westview’s Website and Social Media Platforms

1. Unauthorized or misrepresented use of Westview’s official name and logo for branding or titling in public media, blogs, or other social media platforms.
2. Any sensitive, proprietary, private, confidential, or financial information about the church, other than that which is readily publicly available.
3. Personal political views.
4. Personally identifiable information. (home addresses, phone numbers, email addresses, ...)
5. Personal images that can be identified, unless a signed photo release is on file in the church office.
6. Anonymous or fake identities.
7. Anything obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity.
8. Socially improper subject matter – e.g. Hate Speech, Racial Bias, Fake News, Falsehoods/Lies, etc..
9. Illegal content – e.g. copyrighted/Trademarked materials, HIPPA related information, etc..
10. Other private or confidential information.

Document Control:

This document will be reviewed and updated as necessary. This document will be approved by the Outreach and Evangelism Committee and submitted to Session. The approved copy will be stored with the Office Manager on the church computer and a hard copy will be kept in a notebook in the church office.

Existing:	Document Date: <u>02/22/2021</u>
Reaffirm <input type="checkbox"/>	
Modify <input type="checkbox"/>	
Supersede <input type="checkbox"/>	
New Policy: <input checked="" type="checkbox"/>	
Approved by Ministry Area <u>Outreach</u> <u>02/21/2021</u> (date)	
Approved by Session <u>02/25/2021</u>	