SOCIAL MEDIA GUIDELINES

GUIDING PRINCIPLES

The use of technology is **rapidly growing** to form, inform, and, with God's grace, transform the adults, teens and children of our community and around the world.

Every day, **countless conversations take place online** about Christianity on social media, and Quarry Community Church encourages church staff and volunteers to join these conversations to proclaim the Gospel. Quarry Community Church also respects the rights of church staff and volunteers to use social media as a form of self-expression.

It is important that we **make every effort to ensure the safety** of producers and consumers of social media, while at the same time ensuring the integrity of the message we proclaim. This requires responsible, focused, and intentional use of new and yet-to-be-developed technologies and applications.

These guidelines apply to all Quarry Community Church staff and volunteers (employees, pastors, and all volunteers), and to their use of social networking sites, blogs, or any other kind of social media. Other applications and websites are usually not considered social media, but this policy also applies to the creation, content and use of church and ministry websites, as well as to online discussion by any church staff and volunteers of matters pertaining to ministry.

ENGAGING ONLINE WITH THE LOVE OF CHRIST

"Whatever you do, do all to the glory of God."

1 Corinthians 10:31

Any online post, reaction, comment, photo, song, video, blog, or podcast by church staff and volunteers on an official ministry site, or which connects the employee or volunteer to Quarry Community Church or one of it's ministries, **must reflect the values of our Christian faith**.

"Faith comes by what is heard."

Romans 10:17

Quarry Community Church staff and volunteers should be sensitive to being clear about th**e intended audiences** for social media conversations on personal social media accounts. Conversations containing

personal views intended for a specific limited audience should not be misinterpreted as a representative viewpoint of a larger institution.

To prevent this type of confusion, **it is important to cultivate relationships online so that professional and personal boundaries are clear**. Church staff and volunteers who use social media in a personal capacity should not present themselves in a way that could be misinterpreted as having the same authority as a social media account used by church or school leadership in a professional capacity.

"Conduct yourselves wisely toward outsiders, making the most of the opportunity."

Galatians 4:5

When participating on social media, be sure to use **sound judgment** and **common sense**. Don't forget that anything published on a personal website is no different from making such information available in any public forum. Use discretion when posting about sensitive topics and events.

Care should always be taken in accepting or adding 'friends' on personal social media accounts. Be sensitive to activity and engagement on social media, as many social media networks share your "Likes", comments, and other actions with your friends, followers, and networks.

"The person who is trustworthy in very small matters is also trustworthy in great ones."

Luke 16:10

Make sure you are always **honest and accurate** when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false, especially regarding pastors, elders, students, other church staff and volunteers.

"You shall love your neighbor as yourself."

Matthew 22:39

Do not post obscene, harassing, offensive, derogatory, defamatory, trolling, cyber-bullying, or otherwise potentially scandalous comments, links, and/or images, or materials which could discredit or cause embarrassment to the Quarry Community Church or its affiliates, employees, vendors, partners, agencies, schools, or others.

SOCIAL MEDIA GLOSSARY

DEFINITIONS OF KEY TERMS

- **Blog:** A blog (a contraction of the term "web log") is a type of website with chronologically posted articles of commentary, descriptions of events, or other material such as graphics or video. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.
- **Cyber-bullying:** The use of social networks to repeatedly harm or harass other people in a deliberate manner. Cyber-bullying could be limited to posting rumors or gossips about a person in the internet bringing about hatred in other's minds; or it may go to the extent of personally identifying victims and publishing materials severely defaming and humiliating them.
- **Mobile App:** A computer program downloaded to a device that is designed to run only on smartphones, tablet computers and other mobile devices.

  Examples: Snapchat, Instagram, Twitter, Facebook, YouTube, etc

- **Social Media:** Mobile and web-based technologies, through which individuals and communities distribute, co- create, share, and modify user-generated content.

  Examples: Snapchat, Instagram, Twitter, Facebook, YouTube, etc.

- **Social Networking Sites:** A platform to build social networks or social relations among people with similar interests, activities, background and real-life connections. Social networks encourage engagement and interaction.

  Examples: Snapchat, Instagram, Twitter, Facebook, YouTube, etc.

- **Trolling:** Sowing discord in an online community by starting arguments or upsetting people, by posting inflammatory, extraneous, or off-topic messages with the deliberate intent of provoking readers into an emotional response.
- **Website:** A website, also written as web site, or simply site, is a set of related web pages typically served from a single web domain. The pages of a website can usually be accessed from a simple Uniform Resource Locator (URL) called the web address.

  Personal website: A social network page, blog or any Internet website/tool created by Church personnel to share personal communication with friends and family.
  Ministry website: A social network page, blog or any Internet website/tool created by Church personnel to conduct parish, diocesan, or affiliate business.