

Peavine Staff Social Media Guidelines

Peavine Baptist Church (PBC) generally views creating and contributing to personal websites, blogs and social networks, message boards, virtual worlds, and other kinds of social media positively. We recognize the desire of many of our employees to participate in online community and encourage this form of networking and idea exchange.

As an employee of PBC, staff will likely be seen by our members, attendees and outside parties as a representative of our organization. That means that while each individual may view his/her online presence (and those of immediate family members) as personal projects, many readers will associate staff and the view they express with our church. In light of that, we ask that staff observe the following guidelines.

- All other PBC staff policies, including, but not limited to code of conduct, confidentiality, etc. apply to your personal online activities.
- If you have a personal website or blog, disclose its existence to the Executive Pastor, and include a disclaimer on your home page or in a prominent location on your site. *(Example: The posts on this site are my own personal opinions and have been created on my personal time. They are not read or approved by Peavine Baptist Church before posting and do not necessarily represent the views or opinions of PBC.)* A comparable disclaimer on Social Media might simply say: *Opinions Own*
- Ensure that all of your posts, *particularly photographs*, reflect integrity, modesty, and the values of Christ and PBC.
- Maintain confidentiality ... and ask permission before reporting on conversations, meetings, or decisions that are meant to be confidential or for internal use/knowledge only. Do not disclose (or provide a family member with the means to disclose) information, pictures, or videos that are confidential or proprietary to PBC. *This includes information that will become public, but has not yet been announced or posted.*
- Respect copyrights ... If you have any questions on material that may be subject to copyright or trademark restrictions, please ensure that you have written permission or that the use of the material is legally permitted. This is your responsibility; we cannot provide you with legal advice regarding copyrights.
- Use good judgment ... Remember that what you write is public. You should always assume that it will be read by your boss, coworkers, church volunteers and attendees, other church leaders, your parents, your children, your spouse, and the attorney for the person who doesn't like you. Ask yourself if you are comfortable with all these people reading what you plan to post.
- What you write is your responsibility and you are legally responsible for your comments.
- Consider turning on privacy settings that allow you to control when you are tagged in someone else's posts. This will help you to avoid being associated with any postings that might otherwise be contrary to your values, or the standards and values of PBC.

- Write as yourself. Use your real name. If you choose to identify yourself as an employee of PBC or to discuss anything related to the organization, be clear about your role. False accounts or pseudonyms are strongly discouraged. Hidden or private social media accounts must be disclosed to the Executive Pastor.
- Be accurate in what you write and ensure that you have all the facts about your subject.
- If you make a mistake, admit it and be quick to correct it.
- Be careful that the things you write would not impair your ability to work with your staff or volunteer teams, speak credibly in your sharing of the Gospel of Christ, or represent PBC in the community.
- Remember that frustrations are best expressed in person. Electronic communication lacks body language, facial expressions, and tone of voice that all help to convey context. Sarcasm does not translate well, so be careful how you use humor. The unfortunate reality of social media is that if something can be misinterpreted, it likely will be. Do not use electronic communications to resolve personal conflicts that are best handled face to face.
- Choose your topics wisely. There are some ideas that are best discussed in a personal conversation rather than a public forum. These might include political views and the church's stance or policy on a certain topic. Don't allow your posts to hinder someone else's spiritual growth. Remember that what you write, *even if retracted*, is archived and can be with you longer than you might expect. Take those valuable seconds to pause before hitting the send or post button.
- Respect your audience. Be thoughtful. Don't refer to volunteers, attendees or vendors by name without permission. Don't post pictures of others without permission. Don't use ethnic slurs, personal insults, obscenity, or engage in any conversation that would not be acceptable in our workplace. Use grace, Biblical wisdom, and when in doubt, take the high road and be positive!
- Respect the church and its staff. Since electronic communications are public (or easily made public), we expect you to be respectful to the church and our leaders, employees, volunteers and members. Any employee who uses electronic communications to disparage the name or reputation of the church, its practices, or its pastors, officers, employees, volunteers, or members will be subject to serious discipline, up to and including immediate termination of employment.
- Respect our beliefs. When working for a church, it is important to remember that employment decisions will be made based upon our Christian beliefs. If your personal social media pages or website display inappropriate images or reflects personal opinions or lifestyle choices that are contrary to PBC's beliefs or the teaching of scripture, you may be subject to discipline, up to and including immediate termination of employment. For this reason, we encourage you to first seek guidance from your supervisor if you have any questions. PBC may request that you temporarily confine your social media commentary to topics unrelated to the church. In rare cases, PBC may request that you temporarily suspend your social media activity altogether if it believes this is advisable to ensure compliance with church regulations or other laws.

- Refer press inquiries. Your posts may generate media coverage. If a member of the media contacts you about a PBC-related post or requests PBC information of any kind, contact the the Executive Pastor for direction on how to respond.
- Advertise wisely. Should you choose to advertise on your site, to the extent that you have control, ensure that ads are consistent with our values.

Please keep in mind that these guidelines will continue to evolve as new social networking technologies emerge. Check back periodically to ensure you are up-to-date, use your own intuition and judgment in areas not covered by these guidelines, and take the initiative to follow up with the Executive Pastor with any questions that may arise.

Signature

Date