

Concord Presbyterian Church
Social Media Policy
2/13/26

This policy is to help facilitate safe spaces for conversation, community, and dialogue within Concord Presbyterian Church and between the church and the surrounding community. The following policy pertains to the management of user-generated content on platforms which include, but are not limited to: Facebook, X (formerly known as Twitter), Instagram, YouTube, blogs, and church bulletins/websites.

Repeated violation of these policies may result in a user being blocked or removed from the platforms. Questions about this policy and its enforcement can be sent to info@concordpc.org.

Guidelines for staff and leaders

- **Accountability:** Be responsible with all online communication, especially through official church accounts.
- **Intellectual Property:** Respect copyrights and the church's intellectual property rights.
- **Online reputation:** Be proactive in managing the church's online image.
- **Separation of personal and official beliefs:** Do not promote personal beliefs as the church's official stance.
- **Confidentiality:** Pay close attention to confidentiality and never share private information, including prayer requests with names.
- **Image consent:** Always get permission before posting photos or videos of others publicly.
- **Child protection:** Do not show children's faces on any video/photos that are on the internet (i.e. livestream, Concord Connects, Facebook, and other social media) without permission from parents and guardians. Blur faces if necessary. Staff and volunteers will take special precautions when posting about Youth Ministry activities, avoiding release of specific locations prior to the event and full names of youth.

Guidelines for all members

- **Promote the church:** Share content that reflects the church's mission and values.
- **Be kind and respectful:** Maintain a positive tone and avoid engaging in public controversies.
- **Verify information:** Ensure accuracy and avoid spreading rumors.
- **Respect privacy:** Be mindful of not posting sensitive information or using check-ins without permission.

Guidelines for managing online platforms

- **Purpose:** Communicate that Concord Church is a place where people are welcomed, feel safe, have fun, support each other and the community, and learn of God's love.
- **Establish moderation:**
 - Communications need to be respectful and constructive
 - Content such as harassment, spam, hate speech, explicit content, etc. is prohibited
 - Moderators need to be assigned to manage content.
- **Content standards:** Content must align with church values. We discourage negativity, inappropriate language, and off-topic discussions.
- **Privacy settings:** Moderators should regularly audit account 'settings' to restricting posts to 'friends' or 'custom' audiences. Sensitive personal information (phone numbers, addresses, birthdates) must not be available.

Additional considerations

- **Personal accounts:** Staff using personal accounts to discuss church-related topics should include a disclaimer that their views do not necessarily represent the church's official position.
- **Response to misinformation:** Upon notice that misinformation has been published:
 - Notify office staff
 - Remove information from site
 - Publish retraction/correction in Concord Connects
 - Remove/correct misinformation if it appears apps such as Facebook
 - Search for republishing of misinformation and correct
- **Discretion with sensitive topics:** We discourage posting about sensitive issues or internal disputes online, as this can lead to legal issues or defamation.
- **Family-friendly content only.** No post can contain content unsuitable for viewing by children. This policy prohibits cursing, posting of adult or disturbing images/videos, any text descriptions of obscene or adult acts or material, and/or any posts that include URLs linking to pages containing the aforementioned content.
- **No personal attacks or hate speech,** including, but not limited to, attacking or calling into question the faith of an individual or group. These kinds of comments will not be allowed on any official social media or web platform.
- **No post should contain threats or descriptive acts of violence** towards other users or individuals. In the case of such a post, the site administrator will record the post, consult with organizational leaders, and contact appropriate authorities about threatening behavior.
- **Promotions.** Posts or comments should not promote products or services from which that user, or another, would personally profit.
- **Privacy.** Refrain from posting photos of individuals or identifying those individuals on Concord's social media pages without their written consent prior to posting.

Written consent can be submitted via email or text. The members of the social media team are responsible for disabling the "tagging" feature of photos posted on the ministry's page. If the photos reference a location, that information must be deleted as well.

- Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Concord website. Personal contact information should not be published without written consent.
- **Copyright laws.** It is Concord's policy to be in compliance with the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including Concord's copyrights and branding. Only short excerpts of someone else's work will be quoted and always attributed to the original author and/or source in accordance with U.S. Copyright standards. Images and other materials from Concord's websites and social media accounts will not be copied or uploaded to other forums without written consent of leadership.

Transparency. Concord values transparency and honesty. Use your real name or username registered to you, be clear who you are, and identify that you work for or volunteer with Concord. In accordance with our ethics standards, post honestly and with good judgment in sharing only public information. Be clear when views expressed are your own opinions, remembering that while you speak for yourself, you also represent Concord. We value sacred trust offline as well as online. Be sure that any posts about congregants are not made without permission. It is especially important to keep this in mind when announcing good news, situations that might call for extra prayer support, and anything you might have good intentions for sharing- share only with permission. What you publish will be around for a long time, so consider the content carefully and be cautious about disclosing personal details about self or others.