

Crawford Memorial United Methodist Church Social Media Policy

Corporate Accounts

Staff who have access to social media accounts for Crawford Memorial United Methodist Church, need to be aware that they are representing our views and vision.

The Crawford website and other social media platforms used by and under the name of Crawford Memorial United Methodist Church are intended to communicate with others within and outside the church family. Their primary purpose is to share information about activities and events at the church. We ask that you be mindful of the following as you respond and comment:

1. Never disclose non-public personal information, or any information that may be considered confidential. This may be as simple as a last name, birth year, birth date, school year, phone number, or home address.
2. Communications published on a Crawford media site must reflect the interest of and be on behalf of Crawford and should only be used for this purpose.
3. All content must be free of comment that might be perceived as defamatory, threatening, or embarrassing to another person or entity. Content that does not honor God is prohibited.
4. Obey all trademark or copyright laws. Don't infringe on work product of others such as using a picture from another website, or a branded product logo, music clip, sound bite, or a video clip.
5. Be familiar with and respect the Terms of Use and Privacy policy of the social media sites that host Crawford's accounts.
6. Users are subject to restriction or removal of privileges at any time if administrators determine conduct and use policies are violated.

All Crawford Social Media accounts must have a minimum of two employee and/or adult member administrators. This applies to both public sites, such as our Facebook page and Instagram account, and closed or private groups, such as our Young Adult Facebook group. For some types of sites, such as Facebook, this means giving Admin permissions to the appropriate people. On other types of sites, such as Instagram, this means sharing log on credentials with the appropriate people.

It is important to ensure that closed/private groups are safe spaces for the population they are intended to serve. To that end, the group membership should be reviewed regularly and anyone who is no longer active in the group should be removed.

Crawford will maintain a centralized repository of logon credentials for all its social media accounts in the church office. Anyone creating a new social media account on Crawford's behalf should send the log on information to the church office.

In time of crisis, we want our Social Media team to use discretion in the comments and posts that are made. We desire to be as transparent to the degree to which it is helpful to our congregation. We also want to allow Senior Leadership the first opportunity to address the congregation personally. Therefore, a time off of social media platforms may be needed to allow for this space.

Racial Harassment, Clergy Sexual Misconduct Policy, Laity Sexual Misconduct Policy, and Safe Sanctuary Policy apply to employee comments on social networking sites, even if done on nonworking time.

Personal Accounts

We encourage our staff to have their own personal social media accounts and blogs, and to be the eyes and ears of Crawford when they can.

Staff are representing Crawford, but more importantly Jesus; so, what they post should represent them well. What they post should be consistent with Crawford's.

We encourage staff to use the 5R's when using social media:

1. Reason. Simply put: use reasonable etiquette, the same as you would offline.
2. Represent yourself. Anonymous profiles lend themselves to more negative content.
3. Responsibility. Make sure that what you're saying is factually correct, and also that it doesn't reveal information that we haven't yet announced publicly.
4. Respect. What you say online is a permanent record, so don't say anything online you wouldn't feel comfortable saying to the whole office — with a camera rolling.
5. Restraint. Before you hit that "send" button, pause and reread. If you wouldn't want that particular thought or contribution forever associated with your name, don't post it.

In a time of crisis, we ask our staff not to send out communication that has not been approved by Senior Leadership and to use discretion about what they are posting. We ask that emotional processing happens within the context of a close personal friend, community of believers or spouse, and not posted publicly over social media outlets, blogs or email.