

Trinity United Methodist Church
Social Media Policy
Updated: February 2016

I. POLICY

Trinity United Methodist Church (“Church” or “TUMC”) uses email, the Internet and other social media to carry out the missions of the Church, including spreading and reinforcing the Word of God and teachings of Jesus Christ, supporting the Church’s activities, promoting the Church’s visibility and reputation as a caring and supporting place of worship and community resource, and communicating with the Church’s congregation, prospective members, persons in need of pastoral services, and staff members.

II. DEFINITIONS

For purposes of this Policy, the following definitions apply:

- A. Social Media includes all online platforms that facilitate activities such as professional or social networking, posting commentary or opinions, and sharing pictures, audio, video, print or other content. Social media includes Church and personal email, websites, all types of online communities (for example: Facebook®, LinkedIn®, Yelp®, YouTube™, Twitter™, Instagram, message boards, and chat rooms), and blogging.
- B. Systems and Devices means Church owned or sponsored equipment, systems, Internet accounts, or social media sites.
- C. Church Information includes information about Church members or other recipients of the Church’s pastoral or other services, which may include health, financial, worship-related, special needs, and other highly confidential information.

III. VOLUNTEER / MEMBER GUIDELINES

Please use the following guidelines for any online interaction involving TUMC:

- A. Be Responsible with Online Communications:
When making reference to TUMC, ensure that any comments are respectful, truthful and are placed in proper context.

Realize that people may likely form an opinion about TUMC based on the behavior of its members.

- B. The content on official TUMC social media accounts are only to be used/update/maintained by the Church's administrator/volunteer tasked with maintenance. Members are able to comment on that content in accordance with this Policy. Any Church-sponsored social media sites used for performing work for the Church (e.g., websites, Facebook®, LinkedIn®, Yelp®, YouTube™, Twitter™, etc.) are the property of the Church, and the Church has the right to use, modify, or delete all passwords to such sites and accounts, and the Church has the right to monitor, modify, restrict access to, or delete content on such sites that are used for Church business. Users may not use their personal social media sites for Church business without express written permission of the Pastor.
- C. Intellectual Property:
It is important that any information posted online honor the intellectual property rights of the Church and others. This includes copyright, trademarks, service marks and patents. No online postings should infringe these rights.
- D. Be a good steward:
If you come across questionable content in posts that involve TUMC, please bring this to the attention of the Pastor or the Trinity office staff.

IV. EMPLOYEE GUIDELINES

- A. The use of Church Systems and Devices for Instant Messaging (IM) (AOL, MSN, Yahoo, Facebook Messenger, etc.), blogging, and social networking sites is prohibited unless for legitimate Church reasons and approved by the Pastor.
- B. Messages and other content sent through the Church's Systems and Devices are the property of the Church (including e-mails of a personal nature sent or received by Users) and are considered to be Church records. Users may not auto-forward their e-mail to outside Internet e-mail addresses. Users may not disguise or attempt to disguise their identity when sending e-mail, and may not send e-mail messages using another person's e-mail account. Users may not use the e-mail system to send unsolicited e-mail (SPAM).
- C. Subject to the other provisions of this Policy, limited or occasional personal use of the Church's Systems and Devices by Employees is permitted; however, such use is subject to the guidelines in this Policy. Personal usage must not interfere with the performance of Users' duties, bypass or violate Church restrictions on Internet, social media or other sites prohibited or blocked by the Church, or exceed capacity, bandwidth or other usage limitations that the Church may establish.
- D. The Church recognizes that Employees might own various forms of personal electronic communications equipment and devices that allow them access to

email, the Internet, and social media websites. Employees engaging in personal use may not represent that the personal actions or opinions they express are those of the Church or that they are acting as a representative of the Church.

- E. Employees must at all times comply with Church policies protecting the confidentiality of information concerning Church members and other recipients of Church services, Church records and proprietary information, and are prohibited from harassment, unlawful activity, and disparaging the members, missions and activities of the Church, even when using personal electronic communications equipment and devices on personal time.
- F. Violation of this Policy by an Employee may be cause for immediate action, up to and including termination of employment.

V. CHURCH MONITORING AND ACCESS

- A. Users, whether Employees, volunteers or members, do not have a personal privacy right in any activity and/or matter created, received, or sent using the Church's Systems and Devices. Use of the Church's Systems and Devices constitutes the User's consent to the Church's monitoring of, access to and waiver of the User's privacy interest in all sites, messages, data, or files visited, created, received, or sent via the Church's Systems and Devices, or used to communicate as a representative of the Church.
- B. The Church will monitor use of its Systems and Devices. The results of such monitoring and access may be used in disciplinary proceedings for breach of this Policy and/or other legal proceedings.

VI. INTERPRETATION AND ENFORCEMENT

Any questions regarding interpretation or enforcement of this Policy should be directed to the Pastor.

Employee & Other Users Acknowledgement

I hereby acknowledge that I have read, understand and agree to the terms of this document relating to social media policy.

Signature:

Print Name:

Date: