

3. SCOPE:

These guidelines apply to all communication published by the church over social media platforms. It does not apply to communication transmitted via church channels to specific addresses not viewable by the public or in the public domain.

This policy guideline does not apply to the private social media of employees, volunteers and attendees where they do not purport to represent the church in any capacity, manner or reference the church however, all should be careful not to entrap the church in any correspondence that portrays Christian doctrine incorrectly, reflects badly upon the Christian Faith and its values, and the church's reputation. Employees, volunteers and attendees are solely responsible for their private content posted online.

All social media content generated by employees in the name of the church is to be approved by the appointed **Editor**, prior to publication.

4. TIPS:

Be selective: Use the most appropriate platform/s to communicate, especially when sharing sensitive information or information likely to be ceased upon by those with an unfavourable disposition towards Christianity.

Be smart: A blog, community post, or social media post is often visible to the entire public and can/will be shared by others in various ways that cannot be controlled at any level.

Be extremely wise with all content posted.

Limit people's ability to comment.

Be gracious: Always use Biblical wisdom when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offensive responses.

Be Biblical:

Colossians 3:13 NIV *Bear with each other and forgive one another if any of you has a grievance against someone. Forgive as the Lord forgave you.*

Matthew 7:12 NIV *So in everything, do to others what you would have them do to you, for this sums up the Law and the Prophets.*

Romans 12:10 NIV *Be devoted to one another in love. Honour one another above yourselves.*

Philippians 2:3 NIV *Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves,*

- Titus 2:7 NIV** *In everything set them an example by doing what is good. In your teaching show integrity, seriousness*
- 1 Peter 2:17 NIV** *Show proper respect to everyone, love the family of believers, fear God, honour the emperor.*
- 1 Corinthians 10:33 NIV** *Even as I try to please everyone in every way. For I am not seeking my own good but the good of many, so that they may be saved.*
- John 13:34-35 NIV** **34** *"A new command I give you: Love one another. As I have loved you, so you must love one another. 35* *By this everyone will know that you are my disciples, if you love one another."*
- Romans 13:1-7 NIV** **1** *Let everyone be subject to the governing authorities, for there is no authority except that which God has established. The authorities that exist have been established by God. 2* *Consequently, whoever rebels against the authority is rebelling against what God has instituted, and those who do so will bring judgment on themselves. 3* *For rulers hold no terror for those who do right, but for those who do wrong. Do you want to be free from fear of the one in authority? Then do what is right and you will be commended. 4* *For the one in authority is God's servant for your good. But if you do wrong, be afraid, for rulers do not bear the sword for no reason. They are God's servants, agents of wrath to bring punishment on the wrongdoer. 5* *Therefore, it is necessary to submit to the authorities, not only because of possible punishment but also as a matter of conscience. 6* *This is also why you pay taxes, for the authorities are God's servants, who give their full time to governing. 7* *Give to everyone what you owe them: If you owe taxes, pay taxes; if revenue, then revenue; if respect, then respect; if honour, then honour.*
- 1 Thessalonians 5:12-13 NIV** *Now we ask you, brothers and sisters, to acknowledge those who work hard among you, who care for you in the Lord and who admonish you. 13* *Hold them in the highest regard in love because of their work. Live in peace with each other.*
- Hebrews 13:7-8 NIV** **7** *Remember your leaders, who spoke the word of God to you. Consider the outcome of their way of life and imitate their faith. 8* *Jesus Christ is the same yesterday and today and forever.*
- Ephesians 6:1-3 NIV** **1** *Children, obey your parents in the Lord, for this is right. 2* *"Honour your father and mother"—which is the first commandment with a*

promise— 3 "so that it may go well with you and that you may enjoy long life on the earth."

5. DEFINITIONS:

Social Media Interacting or sharing information over platforms that enable users to create and share content viewable in the public domain, domestically and internationally.

'Friended' Is the act of adding someone to a list of 'friends' on a social networking service. The notion does not necessarily involve the concept of friendship. It is also distinct from the idea of a 'fan' — as a 'fan' only receives things. A 'friend' can communicate back to the person friending. The act of 'friending' someone usually grants that person special privileges (on the service) with respect to oneself. On Facebook, for example, one's 'friends' have the privilege of viewing and posting to one's 'timeline'.

6. EXAMPLES OF SOCIAL MEDIA CAN INCLUDE, BUT ARE NOT EXCLUSIVE TO:

- social networking (e.g. Facebook, LinkedIn, Yammer, Snapchat)
- video and photo sharing apps (e.g. Instagram, YouTube, Pinterest)
- blogs, including corporate blogs and personal blogs, Tumblr
- blogs hosted by media outlets (e.g. comments or your say feature)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vod and podcasting
- online multiplayer gaming platforms
- instant messaging (including SMS, WhatsApp, Viber)
- geo-spatial tagging (Foursquare, Yelp)