

DISCLAIMER: This guide is provided for information purposes only and is not intended as advice to the local church. Information is current only as of the date that the guide was prepared. Readers are advised to seek professional advice for their particular situation.

Social Media Policy: Guidelines for FBC-whoknowswhere

Purpose of Social Media

The Facebook page (facebook.com/fbc), Youtube channel (youtube.com/cboqyouth) and Twitter feed (twitter.com/fbc) for FBC-whoknowswhere are administered by the staff of FBC-whoknowswhere as directed by the Director of Youth Ministries. The purpose of each social media site is as follows:

- The Facebook page (the “Page”) is to be used for the purpose of marketing FBC-whoknowswhere as a place for youth ministry networking, promoting FBC-whoknowswhere features and events, and engaging Facebook users in topics of related interest. Additionally, this Page may be used to share critical information and news about FBC-whoknowswhere in the event of emergency.
- The Youtube channel (the “Channel”) is to be used for the purpose of distributing authorized FBC-whoknowswhere video content.
- The Twitter feed (the “Feed”) is to be used for the purpose of marketing FBC-whoknowswhere as a place for youth ministry networking, promoting FBC-whoknowswhere features and events, and engaging Twitter users in topics of related interest. Additionally, this Feed may be used to share critical information and news about FBC-whoknowswhere in the event of emergency.

Guidelines for Users

Social media users who contribute posts, comments, and messages in conflict with the guidelines below may receive one request to discontinue doing so, and their posts, comments, and messages may be removed. Continued abuse of these guidelines will result in being blocked from all outlets. Inappropriate communications with anyone, especially people under the age of 18 and regardless of setting or familiarity, are strictly prohibited.

Users are fully responsible for the content of their posts, comments, and messages. FBC-whoknowswhere reserves the right to delete any posts, comments, or messages that, in its sole view:

- are inconsistent with content supported and/or provided by the Director of Youth Ministries
- contain offensive or vulgar language
- are violent, obscene, profane, hateful, or racist

- threaten or defame any person or organization
- are personal attacks of any kind
- include prejudiced or hurtful remarks made toward any ethnic/racial/religious group or person
- comments that suggest or encourage illegal activity
- are clearly off-topic
- are multiple successive off-topic posts by a single user or by multiple users
- are repetitive posts copied and pasted by a single user or by multiple users
- appear to be spam
- are blatant, unsolicited attempts to sell or promote goods or services
- infringe on copyrights or trademarks
- allow any other person or entity to use your identification for posting or viewing content

Guidelines for Staff (Employees and Volunteers)

All social networking sites have the potential to allow workers to communicate with young people on a one to one basis however we would strongly advise that any one to one communication using a social networking site is kept in the public eye to safeguard both young people and staff (including employees and volunteers).

- On Facebook this communication can be done using the wall function and it is recommended that this is used for communicating with young people individually on Facebook and for replying to private messages which young people may have sent to workers.
- In the case of group messages (messages sent to multiple young people perhaps for an event) it is advisable that another adult is also copied into this message alternatively make sure these messages are logged and not removed.
- In all communication with young people using social networking sites it is advisable to not use abbreviations (for example: lol) as these can often be misinterpreted by parents.
- The use of instant chat (e.g. Facebook, MySpace and Bebo) is inadvisable as it provides no log of conversations and could potentially leave a worker open to allegations.
- If a public wall post is not appropriate for responding to a young person then a worker should arrange a public one to one meeting, phone the young person or seek further advice from the Child Protection advocate depending on the level of information a young person has disclosed using a social networking site.
- Pictures taken at the event should not be posted to Facebook or other photo-sharing sites such as Flickr (either on the staff's personal account or on a FBC-whoknowswhere social media site).

Content Disclaimer

Please note that the posts and comments expressed on social networking sites (Facebook, Twitter, YouTube, etc.) do not necessarily reflect the opinions and positions of FBC-whoknowswhere; its employees, leadership, volunteers, constituency; or its affiliates. The presence of content (advertisements, logos, web site links, etc.) on this Page, Channel or Feed

and on their supporting sites does not necessarily constitute endorsement by FBC-whoknowswhere.

If you have any questions or comments about these policy guidelines, please contact FBC-whoknowswhere by Facebook, Twitter or email (administrator@yourchurch.ca).

(adapted from “Social Media Policy: Facebook Guidelines for Ebenezer Missionary Baptist Church of Durham, NC” and “youthworkresource.com”)