

# Social Media Policy

The purpose of this Social Media Policy is to provide guidelines for the appropriate and responsible use of social media by all staff, volunteers, and members of Generocity Church. This policy aims to protect the church's reputation, maintain the integrity of its online presence, and ensure the safety and wellbeing of all individuals associated with the church.

## Scope

This policy applies to all employees, volunteers, contractors, and members of Generocity Church who engage in any form of social media activity, whether on official church accounts or personal accounts, where the church may be identified or discussed.

## Guiding Principles

1. **Representation:** Recognise that your online presence and activity reflects on Generocity Church, even when posting in a personal capacity. Be mindful that you are seen as a representative of the church.
2. **Responsible Communication:** Ensure that all social media content is above reproach in terms of language, imagery, and opinions expressed. Avoid making statements that could be perceived as divisive, discriminatory, or harmful.
3. **Confidentiality:** Protect the privacy and confidentiality of church members, staff, and sensitive information. Obtain permission before posting images or content related to others.
4. **Alignment with Church Values:** Uphold the Christian values and mission of Generocity Church in your social media activity. Avoid content that could undermine the church's reputation or effectiveness.
5. **Timeliness and Accuracy:** Commit to regularly updating and correcting information on social media channels to maintain relevance and accuracy.

## Guidelines for Personal Use

1. **Separation of Personal and Professional:** Maintain a clear distinction between your personal social media activity and any official church-related content or accounts. Avoid

posting official church media or communications on your personal channels.

2. **Protecting Confidentiality:** Do not disclose or discuss any confidential information, sensitive details, or personal information about church members, staff, or activities without explicit permission.
3. **Intellectual Property:** Respect the intellectual property rights of Generocity Church by refraining from using the church's trademarks, logos, or copyrighted material without authorisation.
4. **Responding to Criticism:** If you encounter negative or disparaging remarks about Generocity Church, refrain from engaging in heated debates. Instead, notify the church's Communications/Media Team, who will determine if an official response is necessary.

### **Guidelines for Official Church Accounts**

1. **Authorised Users:** Only designated and trained personnel are permitted to manage and post content on official Generocity Church social media accounts.
2. **Consistent Branding:** Ensure that all official church social media accounts maintain a consistent visual identity, messaging, and alignment with the church's brand guidelines.
3. **Timely and Responsive:** Commit to regularly updating and monitoring official church social media accounts, responding to inquiries and comments in a timely manner.
4. **Protecting Confidentiality:** Avoid sharing any confidential or sensitive information about church members, staff, or activities on official social media channels without explicit permission.
5. **Compliance with Policies:** Ensure that all content and activity on official church social media accounts adhere to the guidelines outlined in this policy, as well as other relevant church policies, such as the Anti-Harassment Policy and Anti-Discrimination Policy.

### **Enforcement and Consequences**

Failure to comply with this Social Media Policy may result in disciplinary action, up to and including termination of employment or volunteer status. Generocity Church reserves the right to monitor and moderate all social media activity related to the church and take appropriate action to protect its reputation and interests.

## Linkage to Other Policies

This Social Media Policy should be read in conjunction with the following Generocity Church policies and guidelines:

- [Core Risk Management Framework](#)
- [Anti-Harassment Policy](#)
- [Anti-Discrimination Policy](#)
- [Child Protection Policy](#)

By adhering to this Social Media Policy, Generocity Church aims to maintain a positive online presence, protect the privacy and safety of its community, and uphold the church's Christian values and mission.

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