



CHRIST CHURCH
THE ANGLICAN CHURCH IN VIENNA

SOCIAL MEDIA GUIDELINES AND POLICY

Draft: 17.05.2023.

PURPOSE OF THESE GUIDELINES

This policy provides parameters for guiding the chaplaincy's staff, team members, employees, members, volunteers, and lay leaders when social media tools are used on behalf of Christ Church.¹

PRINCIPLES FOR SOCIAL MEDIA

Please keep these principles in mind as you use the chaplaincy's social media:

- *Be selective!* There are a variety of digital platforms available, including Facebook, Twitter, Instagram, WhatsApp and any other social media. Use the right medium for the message. Do not use a Facebook post to communicate anything sensitive or private. And make sure you comply with GDPR requirements before you communicate anything protected.²
- *Be smart!* A social media post is often visible to the public and may be shared by others in various ways that cannot be controlled. Be extremely circumspect with all content posted.
- *Be wise!* Always use Biblical wisdom when utilizing social media. For example, if someone has offended you or insulted the chaplaincy or her leaders, consider speaking with them privately first on the matter. Do not post defensive or offensive responses.
- *Be in touch!* In areas where this policy does not provide a direct answer for how members of our community should answer social media questions check with the chaplaincy's leadership or the Communications Committee before speaking as a representative of the chaplaincy.
- *Be Christian!* If someone has posted something mean, rude or distasteful, do not be goaded and take the high road at all times.

TERMS OF USE

When using Christ Church's social media, you agree that:

- All of Christ Church's policies, including harassment, confidentiality, and software use, apply to the use of social media.
- Team members who misuse the Christ Church's social media resources in ways that violate the law or other ministry policies are subject to immediate disciplinary action and/or dismissal.

GUIDELINES FOR USE

Please remember:

- Social media postings should never disclose sensitive or confidential information, unless written consent to share said information is obtained from the individual concerned. This includes but is not limited to personal and/or medical information.

¹ Parts of this policy are based on a template provided by churchmarketinguniversity.com.

² See <https://gdpr-info.eu/>.

- Please refrain from posting photos of individuals or identifying those individuals on Christ Church's social media pages without their written consent prior to posting. Written consent can be submitted via email or text (and must be recorded for archival purposes). The members of the social media team are responsible for disabling the *tagging* feature of photos posted on the chaplaincy's pages. If the photos reference a location that information must be deleted as well.
- Austrian (or locally relevant) Copyright and Fair Use Laws must be respected at all times. Feel free to point or link to another individual's site. Do not imply it is your own content.
- If any posted material concerning Christ Church seems to be illegal (e.g., copyright protected, child or elder abuse) team members should contact the chaplaincy leadership and the appropriate safeguarding authorities immediately.
- When communicating with youth via social media, team members must adhere to Christ Church's safeguarding policies. Additionally, employees, members and volunteers serving in the children and youth ministries must keep their professional image in mind at all times. Online conduct, comments, behavior, etc. affects this image. Christ Church discourages staff members, members and volunteers from accepting invitations to *friend* youth group members within personal networking sites. Social contact outside the Christ Church's authorized contact channels may create serious risks for the ministry workers and negatively alter the dynamic between a youth leader and a student.
- Team members and employees are solely responsible for the content they publish online, including content from their own social media pages. It must be absolutely clear that all views/posts do not reflect Christ Church, but are reflective of themselves.
- As a team member of Christ Church, remember that your online presence and posts can have the potential to affect the ministry of Christ Church. For this reason, it is imperative that you conduct your online interactions in accordance with this policy and any other relevant chaplaincy policies, the chaplaincy's vision and doctrine. If you have any questions in this area, ask the clergy for clarity.
- In the event of a crisis, contact the church leadership prior to responding to any posting or comments relating to the crisis.
- Membership in social media groups (Facebook, WhatsApp, etc.) is to be managed in accordance with the policies, vision, and doctrine of Christ Church as well as the Church's Safeguarding policies. While addition to membership may be made solely on the basis of the participant volunteering their information (and in compliance with GDPR regulations), removal can only be made on the basis of a formal process including multiple individuals, at least one of whom is the chaplain.

ADDITIONAL PUBLIC RELATIONS GUIDELINES

Also please remember:

- Chaplaincy communications may not be used for political messages or paid advertising.
- Christ Church may designate one or two main employees to facilitate all external communication channels on behalf of the chaplaincy. Only authorized employees such as the Clergy or Communications Staff may coordinate communications with members of the media on behalf of Christ Church.
- Any external communication from the Christ Church office regarding serious or unexpected incidents must be approved by the chaplaincy leadership and follow Christ Church's guidelines.
- Always use Christ Church's official name and logo. The use of these branding items must be approved prior to official use and must not be used privately.

On What Platforms Do These Guidelines Apply?

This policy applies to all online and mobile platforms for sharing content and information, whether hosted by Christ Church or by others in relationship to Christ Church. *Social media* refers to social networking services, short-message services, message boards, wikis, podcasts, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this policy applies to all new social media platforms, whether or not they are mentioned. All social media platforms are relevant and included.