

Cross of Christ Social Media Policy

Ethics and Responsibility: Anyone wishing to have posting access to one of Cross of Christ's social media accounts must follow the ethical standards listed below:

1. Do not share confidential information about others unless you have specific permission from that individual.
2. Do not use a Cross of Christ social media account to bully, harass, belittle, or goad others, or to force your point of view upon them.
3. If you are posting on behalf of Cross of Christ, use the official Cross of Christ account and make sure your message appropriately represents the mission of the church.
4. If you are posting as yourself about Cross of Christ, use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Cross of Christ.
5. Respect copyright laws. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
6. Do not conduct congregational business via social media. Use email, phone, or face-to-face conversations.
7. Photos of people should be used only in accordance with Cross of Christ's Social Media Photography Policy.

The Social Media Coordinator reserves the right to remove any social media post on CofC social media that s/he does not feel meets these guidelines or the Brand Consistency guidelines stated below. In addition, the Social Media Coordinator maintains final authority over who is granted access to Cross of Christ web and social media accounts.

Brand Consistency: In order to maintain brand consistency that reflects our mission and vision, posts on Cross of Christ's social media outlets (currently Facebook and Instagram) should be generated using the guidelines outlined below:

1. The post directly or indirectly addresses an aspect of the Cross of Christ Mission Statement: "By God's Grace, through faith in our Lord Jesus Christ, we are called to Worship God, Grow in Faith, Share the Gospel, Serve Others, and Welcome All."
2. The post contains information that addresses at least one of "Who/What/When/Where/Why" of an event or announcement.
3. The main post text should not be more than 20 words (not counting links or quoted text) and uses correct grammar and mechanics.
4. If the post contains a picture, the picture should be visually impactful and/or explanatory even without a caption; however,
5. Pictures should contain captions describing them. Pictures of people should only contain first names of the people, and consent should be obtained in accordance with the Cross of Christ Social Media Photography Policy.
6. Pictures of minors will not be posted without parental consent as detailed in the Cross of Christ Social Media Photography Policy.
7. Posts advertising or reviewing an event should be posted within a reasonable time period to the event.