

St Mark's Broomhill and Broomhall Social Media Strategy and Principles 2018

'Social media' refers to any technological platform that allows users to create and share content or participate in social networking. Current platforms that fall under this definition include Facebook, Twitter, YouTube, Instagram among others. This strategy and principles refers to any social media platform that falls within the above definition, including those yet to be developed. It does not include the website.

The strategy and principles document covers all social media platforms set up under the name of St Mark's Broomhill. **It does not cover the personal accounts of individuals.** The strategy and principles have been developed to provide a vision and direction for social media at St Mark's and guidelines for how social media accounts should be managed.

Social media with regards to children and young people is addressed in the Social Media Policy for work with children and young people 2017' so is not covered here.

Aims

The aims of St Mark's social media platforms are to:

- Facilitate and sustain an online community that supports each other in faith
- Share resources, articles and event details of interest
- Promote the ethos of St Mark's beyond the immediate congregations

Principles

St Mark's social media platforms adopt an inclusive approach, which welcomes a diverse range of people.

Social media provides a valuable opportunity to engage in dialogue with others of all faiths and none.

Social media platforms should include a statement outlining their purpose and ethos so it is clear what the group is for. Each group should be explicitly aligned to the three aims set out above.

While discussion is encouraged, those posting on official social media platforms should do so with respect to others in the community and with an awareness of how their posts could be perceived by newcomers and those outside the congregation. Posters should engage online as they would in a face-to-face conversation.

We will not tolerate comments made by members which are discriminatory, aggressive or offensive in tone.

Social media platforms should be updated regularly with news, information, event details and articles of interest. Photos are strongly encouraged, once permissions have been obtained from those in the photo and bearing in mind safeguarding issues. All social media platforms should include the link to the St Mark's website in their general information.

Administrators will be appointed for each social media platform, including pages and groups. Administrators are responsible for setting up the group, adding new members and posting updates. Moderators will also be appointed if appropriate (see below). By becoming an administrator, the

individual agrees to abide by this strategy and principles. Any issues with administrators should be reported to the Communications Group Facilitator.

It is important to remember that not everyone uses social media. Social media therefore must not be the only means of communication for articles and event information.

Moderation

Moderators will be appointed for social media platforms where appropriate and will be separate from administrators. Those engaging with those platforms (for example posting on a Facebook group) will be informed if comments are to be moderated. Moderators have the responsibility of removing offensive comments or those that contravene the aims and principles listed above and they should explain to the individual why the comment has been removed. The moderators' decision is final and any issues should be reported to the Communications Group facilitator.

Sample Statement for St Mark's social media platforms

This [page group etc] is designed to facilitate and sustain an online community that supports each other in faith; share resources, articles and event details of interest; and promote the ethos of St Mark's beyond the immediate congregations. St Mark's believes in Inclusive Church – church which does not discriminate, on any level, on grounds of economic power, gender, mental health, physical ability, race or sexuality. By posting on this [page/group etc], we agree to adhere to this spirit of community set out by Inclusive Church. Moderators have the right to remove posts which undermine this ethos or do not relate to the aim(s) of the [page/group etc] as set out above.

Reviewed by the PCC on (date)

Signed on behalf of the PCC by:

..... The Revd Sarah Colver, Associate Vicar

..... Church Warden

Next Review date: September 2018 PCC meeting