

## CHRIST LUTHERAN CHURCH SOCIAL MEDIA POLICY (FOR REPRESENTATIVES OF CLC)

### INTRODUCTION

Christ Evangelical Lutheran Church, Normal, IL (hereinafter "CLC") views the use of social media positively and recognizes the desire of our members and representatives to engage in social media. As a representative (called worker, employee, lay leader, and board member/officer) of CLC, you may be seen by others as a spokesperson of CLC. This means that while you may view your online presence as a personal project, many readers will associate you, and the views you express, with our church. In light of that, we ask that you become familiar with and agree to the guidelines outlined below.

### SETTING UP SOCIAL MEDIA

The Board of Mission and Evangelism and Technology Committee are responsible for the CLC website, Facebook Page, and any other social media and web presence. As such, social media identities, logon ID's and user names may not use CLC's name without prior approval from the Board of Mission and Evangelism. Similarly, do not use CLC's email address or social media channels for personal use. The board shall assist in setting up social media accounts and establishing their settings.

New social media profiles must be consistent with established CLC profiles or other CLC publications.

### POLICY/ CODE OF CONDUCT

This policy governs the creation of, publication of and commentary on social media by representatives of CLC and its related groups.

For the purposes of this policy: Social media shall be defined as any facility for online publication and commentary, including without limitation texts, blogs, wikis, social networking sites such as Facebook, Pinterest, Instagram, LinkedIn, Flickr, and YouTube.

Representatives shall be defined as including, but not limited to: called workers, administrative staff, church staff workers, youth leaders, board chairpersons and representatives, committee members, group members.

This policy supplements any policies regarding the use of technology, computers, e-mail and the internet.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that CLC representatives must otherwise follow.

Do not violate copyright and fair use laws and do not plagiarize another's work. Obtain permission if you wish to use material created by someone else.

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so.

If you see misrepresentations made about CLC in the media, contact a called worker or member of the Board of Mission and Evangelism to provide them with information so they can craft an appropriate response.

If you see a violation of this Code of Conduct, report it to a called worker or member of the Board of Mission and Evangelism. If you have questions about the Code of Conduct, please contact a member of the Board of Mission and Evangelism or a called worker.

Be open and honest about who you are when you communicate. CLC trusts and expects you to exercise personal responsibility whenever you use social media, which includes respecting the trust of those with whom you are engaging. Use your real name, be clear who you are, and identify that you are a representative of CLC. Do not blog anonymously, using pseudonyms or false screen names.

If you are communicating with youth through any digital or social media, use transparency. Do not initiate a one-on-one relationship (such as friending from a personal profile) with a minor. Any requests from a minor should be reviewed with the minor's parent or guardian before it is accepted.

Be sure to make it clear when the views and opinions expressed are yours alone and may not represent the official views of CLC. If you are not officially authorized to speak on behalf of CLC, use a disclaimer saying that what you communicate is your personal opinion and not that of the organization when you are engaging in conversation on CLC's social media channels. Two sample social media disclaimers include: (1) "This is my personal opinion and not the opinion of CLC." and (2) "I am not speaking on behalf of CLC, but my personal opinion is . . ." This is to ensure that others can easily distinguish the official position of CLC and CLC's leadership from those of our staff members/volunteers. The Board of Mission and Evangelism can provide you with applicable disclaimer language and assist with determining where and how to use it.

Never identify someone by name without permission and never discuss confidential details of an interaction. Other CLC representatives and congregation members should not be cited or obviously referenced without their approval. Before posting photographs of any person, obtain his/her permission.

## CONFIDENTIALITY AND PRIVACY

For your protection and the protection of CLC, you are prohibited from using internal or external social media channels to discuss confidential items, legal matters, litigation, or the CLC's financial performance. Confidential information includes anything labeled as such or information not available to the public. When asked by others to discuss any of these matters, you should relay that "Our social media policy only allows authorized individuals to discuss these types of matters. I can refer you to an authorized individual if you'd like to ask them," and then refer the question to the appropriate group or individual.

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the CLC website. Respect your privacy, the privacy of others, and the organization's privacy by not providing personal or confidential information without permission. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Also, representatives are prohibited from sharing anything via social media channels that could violate another person's right to personal privacy. Be mindful of posting information that you would not want the public to see. What you publish is permanent and able to be duplicated and go viral, so consider the content carefully and also be cautious about disclosing personal details.

## ACKNOWLEDGMENT

I have received a copy of CLC's Social Media Policy/Code of Conduct. I understand it is my responsibility to become familiar with and adhere to the information contained herein. I understand that these policies are the property of CLC.

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Print Name

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Signature

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DATE

# CHRIST LUTHERAN CHURCH SOCIAL MEDIA POLICY (FOR FANS OR NON-REPRESENTATIVE USERS OF CLC SOCIAL MEDIA)

## MISSION AND VISION STATEMENT

Christ Evangelical Lutheran Church (CLC) is a Scriptural Church with a message centered in Christ and Him crucified. We believe that man is saved only by faith (trust) in the merits of Christ on the cross and that salvation is offered to sinful man by faith of a loving God. Our mission is clearly defined for us by our Lord in Matthew 28:19, 20 where we are told to “make disciples of all nations by: PREACHING the Word and administering the sacraments, TEACHING all things Jesus has commanded in His Word, and REACHING out to others.

By sharing the Gospel and the Love of Christ, we wish to make a spiritual impact on our community through growth and service to others.

## OBJECTIVE

In order to support the mission and vision of Christ Evangelical Lutheran Church, we intend to use social media to create, build and support:

- engaging, uplifting and honest communication regarding:
  - CLC events and activities
  - beliefs and practices
  - the work of CLC called workers, lay leaders, groups, boards, and committees

Christ Lutheran engages its representatives, members, and others through various social media channels to:

- Create awareness about CLC, its beliefs, practices and activities, Lutheran Church Missouri Synod, Christianity and the Gospel.
- Build online communities for CLC members and others to learn more about the CLC and to share their lives with one another.
- Encourage conversation about the work of CLC; its congregation, groups, and partner churches.
- Promote CLC ministries and initiatives, news, publications, products and the work of CLC’s congregation and groups.
- Provide a way for friends to offer feedback and engage one-on-one with CLC.

## RULES OF ENGAGEMENT

We invite others to join the social media conversations, but ask that they ground their comments in love for one another as Christ instructs us in John 15:12: “This is my commandment, that you love one another as I have loved you.” While we do not edit posts of others, we do reserve the right to remove duplicate, irrelevant, inappropriate or offensive comments. Political statements and/or endorsements are not allowed. Comments and links posted by individuals reflect personal opinions and may not necessarily reflect the beliefs and practices of or be endorsed by the CLC.

Examples of posts that may be deleted include the following:

<ul style="list-style-type: none"><li>• Direct and indirect solicitations</li><li>• Personal attacks</li><li>• Posts that conflict with LCMS theology</li></ul>	<ul style="list-style-type: none"><li>• Items that could possibly compete with Concordia Publishing House products</li><li>• Posts of unclear purpose or that have nothing to do with the church/Christianity</li><li>• Links to personal pages/campaigns/music, etc.</li></ul>
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We will try and encourage positive conversation on our social media channels by posting regularly. But we will allow some level of disagreement on our social media channels. We prefer to let our social media community police itself when negative comments are posted, but at times, a longer, more detailed reply is necessary. If the conversation continues to be negative, we will offer to take the discussion offline and speak directly to the negative poster. In rare instances, and when necessary, some posters may be blocked from our Facebook pages.

Harassment, threats, intimidation, ethnic slurs, personal insults, pornography, obscenity, racial or religious intolerance, abuse, and any other form of behavior prohibited by law is also prohibited via social media channels. Do not engage in any such behavior and do not make or comment on any such behavior, comments, or remarks, but also proper consideration of privacy and of topics or comments that may be considered objectionable or inflammatory.

Users should apply their best judgment when engaging in social media activities and should be on guard against actions and discussions that could harm the interests of our community, faith, or other persons. Posting of videos and/or photos is not allowed without prior permission.

CHRIST LUTHERAN CHURCH VIDEO/AUDIO/PHOTO ACKNOWLEDGEMENT AND RELEASE FORM

Christ Evangelical Lutheran Church, 311 Hershey Rd. Normal, IL 61761

I hereby acknowledge that all right, title and interest in the video(s), audio recording(s) and/or photograph(s) in which I have participated, being original works, belong to Christ Evangelical Lutheran Church (CLC) and that the said video(s), audio recording(s), and/or photograph(s), its titles and all other content were prepared under the direction or control of CLC. I hereby acknowledge that the video(s), audio recording(s) and/or photograph(s) may be used during public presentations including but not limited to: special events about or for CLC, web media both live and on-demand, and other various electronic media. I hereby release CLC from all claims which I may have now or in the future for compensation of any kind arising out of my participation in the said video(s), audio recording(s) and/or photograph(s) and acknowledge that CLC may use the video(s), audio recording(s), and/or photograph(s) in such fashion and distribute to such person as they may in their sole discretion decide.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

NOTE: Where the above is an infant/child, the following paragraph is to be filled in.

I am the parent/guardian of \_\_\_\_\_, an infant/child under the age of 18 years, whose signature appears above, and I hereby consent to the use of any video(s), audio recording(s) and/or photograph(s) of the named infant/child in accordance with the terms of the above release which I have executed both on my behalf and on behalf of the named infant/child above.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

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