Social Media Guidelines
# Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Official Channels</td>
<td>3</td>
</tr>
<tr>
<td>Monitoring</td>
<td>3</td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
</tr>
<tr>
<td>Permissions</td>
<td>4</td>
</tr>
<tr>
<td>Photos and Videos</td>
<td>4</td>
</tr>
<tr>
<td>Mission Centers, Congregations, and Other Ministries</td>
<td>4</td>
</tr>
<tr>
<td>Launching Social Media Profiles</td>
<td>4</td>
</tr>
<tr>
<td>Visual Identity Standards</td>
<td>5</td>
</tr>
<tr>
<td>Monitoring</td>
<td>6</td>
</tr>
<tr>
<td>Comments</td>
<td>6</td>
</tr>
<tr>
<td>Permissions</td>
<td>7</td>
</tr>
<tr>
<td>Photos and Videos</td>
<td>7</td>
</tr>
</tbody>
</table>
Introduction

More and more people around the world are using social media as a tool to connect with one another and to causes and communities of interest. Community of Christ seeks to be part of this digital landscape, offering a safe and open space to further the mission of Jesus Christ.

Social media are internet platforms where information and ideas are exchanged and include social networking websites, blogs, wikis, podcasts, and instant messaging. Examples of social media networks include Facebook, Google+, Instagram, Tumbler, Twitter, and YouTube.

This document defines the church’s social media guidelines, outlining how Community of Christ will handle communication on official social media profiles. It also defines how mission centers, congregations, and other ministries should monitor content, respond to positive and negative comments, and handle copyright and privacy regulations. This document does not provide guidelines for individuals such as members, priesthood, or employees.

Community of Christ is committed to supporting honest, transparent, and knowledgeable dialogue on social media networks. If you have a question about the Community of Christ social media guidelines or developing a social media strategy for your mission center, congregation, or ministry, send email to the Communications Team at Communications@CofChrist.org.
Official Channels

LAUNCHING SOCIAL MEDIA PROFILES

The Communications Team is responsible for launching all official Community of Christ social media profiles.

MONITORING

Official Community of Christ social media profiles are monitored daily by the Communications Team. These profiles include but are not limited to the Community of Christ Facebook profile, Community of Christ Instagram profile, Community of Christ Twitter profile, Community of Christ YouTube channel, and the Daily Bread blog on www.CofChrist.org. The team is responsible for security of passwords and upkeep of profiles.

COMMENTS

Community of Christ is committed to building trust by being open and transparent on social media profiles. We strive to add value to the conversation by keeping content relevant and open-ended.


Positive and Neutral Comments

The Communications Team will reply to positive and neutral comments in a timely manner, if a response is needed.

Negative Comments

The Communications Team will take prompt corrective action when inappropriate messages arise. Inappropriate messages include spam, advertising, offensive or abusive statements, inaccurate information, foul language, or unconstructive criticism of the church or any member of the church community.

The Communications Team will correct misinformation and respond to negative comments immediately. Negative comments containing foul language will be deleted.

Individuals who repeatedly post inappropriate messages on Community of Christ social media profiles may be blocked.
PERMISSIONS
When sharing posts, Community of Christ will obtain permission from the owner to repost the content and will cite the original source in the repost.

PHOTOS AND VIDEOS
Community of Christ will not post photographs, images, video, or audio on official Community of Christ social media profiles without an individual’s permission.

Mission Centers, congregations, and other ministries
This section defines social media guidelines for mission centers, congregations, and other ministries such as youth groups and campgrounds.

If you have a question about this section of the Community of Christ social media guidelines or developing a social media strategy for your mission center, congregation, or ministry, email the Communications Team at Communications@CofChrist.org.

LAUNCHING SOCIAL MEDIA PROFILES
Mission centers, congregations, and other ministries are responsible for launching their social media profiles. When launching a profile, mission centers, congregations, and other ministries should complete the About Us section if one is available. In this section, they should state how they are connected to Community of Christ ([Congregation Name] is a Community of Christ congregation in [Location]), provide the URL of the group’s website if one exists, and the URL of the Community of Christ website, www.CofChrist.org.

If your mission center, congregation, or ministry has questions about launching a social media profile, contact the Communications Team at Communications@CofChrist.org for assistance.
VISUAL IDENTITY STANDARDS

Social media networks provide space for users to personalize their profile image and cover image.

A mission center or congregation’s username should start with CofChrist and end with the name or nickname of your mission center or congregation. For example, the username of the Oklahoma Mission Center’s Facebook Page is CofChristokmc.

Remember to keep your username short.

Consider making your username the same as your website URL and other social media handles. For example, the URL of the Calgary Community of Christ congregation’s website is www.cofchristyyc.ca. Their Facebook, Twitter, and Instagram handles are cofchristyyc. This makes it easy for seekers and members to find you regardless of where they are looking.

Profile Image

Mission centers and congregations should use a profile picture provided by the Communications Team. They can be downloaded from Dropbox: https://www.dropbox.com/sh/0t1jz7u4u3ggka/AADpuygVq9I-IJlwi6RXWXJKqa?dl=0.

Cover Image

Mission centers, congregations, and other ministries should use iconic imagery as their cover image. The iconic image must adhere to the Community of Christ image standards outlined in the Visual Identity Standards (https://www.CofChrist.org/graphics) and should be relevant to the mission center, congregation, or ministry.

These groups can use an image provided by the Communications Team that can be downloaded from Dropbox: https://www.dropbox.com/sh/3ehyfh5ypjvzp8k/AAABpp8XJpPDMC293nLyG2cAea?dl=0.
MONITORING

Mission centers, congregations, and other ministries must monitor their social media profiles weekly. They should appoint at least two individuals to administer and monitor these profiles. They are responsible for security of passwords and upkeep of the profiles. Mission centers, congregations, and other ministries who do not monitor and post regularly might be asked by the Communications Team to re-evaluate their social media strategy.

COMMENTS

Mission centers, congregations, and other ministries should be committed to building trust by being open and transparent on social media profiles. They should strive to add value to the conversation by keeping content relevant and open-ended.


Positive and Neutral Comments

Mission centers, congregations, and other ministries must reply to positive and neutral comments on their social media networks in a timely manner if a response is needed. When posting or replying to a message, mission centers, congregations, and other ministries should review their comments before posting them.

If a mission center, congregation, or other ministry receives a media inquiry through social media about a misconduct issue it should be reported to the Communications Team at Communications@CofChrist.org and the Office of General Counsel at LegalServices@CofChrist.org.

Negative Comments

Mission centers, congregations, and other ministries must monitor their social media profiles weekly for inappropriate messages and misuse. Inappropriate messages include spam, advertising, offensive or abusive statements, inaccurate information, foul language, or unconstructive criticism of the church or any member of the church community.

Mission centers, congregations, and other ministries must correct misinformation and respond to a negative comment immediately. A negative comment should not be deleted unless it contains foul language.

Mission centers, congregations, and other ministries may block individuals who repeatedly post inappropriate messages. However, this action should be a last resort.

If you feel a post is threatening in nature or otherwise meriting greater concern, contact the Communications Team at Communications@CofChrist.org for advice.
PERMISSIONS

Mission centers, congregations, and other ministries are encouraged to repost and share content from official Community of Christ social media, but must cite Community of Christ in the repost. Language in a repost can be altered if necessary, but the message should be consistent with the original post.

If reposting content from a source other than an official Community of Christ social media profile, mission centers and congregations should cite the original source in the repost.

Use of the Community of Christ nameplate or church seal must be consistent with the church’s Visual Identity Standards at https://www.CofCchrist.org/graphics.

PHOTOS AND VIDEOS

Mission centers, congregations, and other ministries must collect an appropriate signed photo release from any individual whose image can be identified on the organization’s social media profile or website. An individual or parent/legal guardian must complete the release:


If a mission center, congregation, or other ministry records a service or event and posts the video on their social media profile, they must notify the audience of their intention to record the event. An insert similar to this can be used as a template by a mission center, congregation, or other ministry:

Notice

In recent weeks our congregation has begun videotaping our worship services. We have undertaken this initiative to enhance the effectiveness of our communication to our current members and perhaps to use as an outreach tool in our community. We will use this technology in a variety of ways that might include the preparation and distribution of DVDs, as well as posting all or portions of our services on our website. We are providing this notice so you are aware of this activity. Contact any member of the pastorate if you have questions, comments, or concerns. Thank you.