

CLC Social Media Policy

This policy governs the publication of and commentary on social media of Concordia Lutheran Church ("CLC"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

CLC members must have prior authorization or be designated to publish or comment via social media in any way that suggests they are doing so in connection with CLC. CLC members who are authorized are free to publish or comment via social media in accordance with this policy. Such members are subject to this policy to the extent they identify themselves as a CLC member (other than as an incidental mention of membership at CLC in a personal social media on topics unrelated to CLC).

Before engaging in church related social media, members must obtain the permission of the Pastor or Lay Ministry Board.

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by CLC employees such as the Pastor, Secretary and Director of College Ministries, as their position with CLC would be well known within the community.

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 employees and members are otherwise expected to follow.

Setting up Social Media

Assistance in setting up social media accounts and their settings can be obtained from CLC staff or designated person.

Social media identities, logon ID's and user names may not use CLC's name without prior approval.

Don't Tell Secrets

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information.

Protect your own privacy

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. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Be Honest

Do not blog or post anonymously, using pseudonyms or false screen names. CLC believes in transparency and honesty. Use your real name, be clear who you are, and identify that you are a member or work for CLC. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. 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.

Respect your audience, CLC, and your coworkers

The public in general, reflect a diverse set of customs and points of view. Don't say anything contradictory or in conflict with the Christian beliefs of the CLC, the CLC mission, or LCMS teachings. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy. 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 CLC.

Controversial Issues

If you see misrepresentations made about CLC in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Make sure what you are saying is factually correct.

Be the first to respond to your own mistakes

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 someone accuses you of posting something improper, deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Think About Consequences

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

Church Staff and designated member Guidelines Regarding the Use of Social Media

When I am representing the congregation on any social networking site such as Facebook, YouTube, Twitter, or similar sites, I understand and agree to comply with the following:

- I will use my own name;
- I understand I represent the congregation's ministry and my postings will be appropriate to the mission;
- I will keep all confidential and sensitive information private and will not post such information; and
- If I have a question, uncertainty or concern about the proper nature of a posting, I will consult with my Pastor or designated leadership before posting.
- Don't post images of children without the consent of a parent or guardian
- Don't caption photos with full names of children (even if there is consent)
- Don't post member e-mail addresses or phone numbers
- Help protect members from fraud.