

NEW FOUNTAIN UNITED METHODIST CHURCH SOCIAL MEDIA POLICY & GUIDELINES

PURPOSE:

1. To maximize best practices for wide-ranging delivery of sharing church news, announcements, and encouragement via mass media and electronic communications channels.
2. To minimize the risk to NFUMC's reputation that can be caused by improper and unauthorized external communications.

KEY POINTS:

1. The purpose of church communications is to relay information, news, and encouragement about the church to a broad or specific audience.
2. NFUMC staff and social media team have sole responsibility for editorial policies governing church communications.
3. Church communications may not be used for partisan political messages or paid advertising.
4. Only the Pastor, Governing Council Chair, or their designee may coordinate communications with members of the media on behalf of the church.
5. Any external communication from a church office regarding unexpected events or serious incidents must be approved by the Pastor.
6. Direct communication with youth via social media must abide by the Child/Youth/Vulnerable Adult Safety Policy.

DEFINITIONS:

Communication is defined as any means of conveying church-related information to members and others in the larger community.

External communication includes any public representation of NFUMC to members as well as the greater community via news releases, interviews with news media on behalf of the church, newsletters, the church's website, weekly website generated email announcements, social networking (i.e., Facebook, blogs), print advertising, written communication on NFUMC letterhead, email, banners, and posters or displays using NFUMC name and logo.

Content provides accurate information about NFUMC ministries, business and activities, consistent with the NFUMC values, mission, vision statements, goals, and objectives.