



THRIVECHURCH

THRIVE SOCIAL MEDIA POLICY

Social Media

For the purposes of this policy, social media means any facility for online publication and commentary, including blogs, YouTube, and social networking sites such as Facebook, Twitter and Instagram.

Thrive Church believes social media has the potential for positive networking, publicity and exchange of ideas. Thrive Church staff and volunteers are free to publish or comment via social media in accordance with this policy.

Anything staff or volunteers say on social media is a reflection of the church, as well as your personal life.

Social Media Culture

Very often our social media platforms are the first point of contact with our church and/or departments. They serve as a first impression of our church from an online point of view, so the things we post carry weight. They can be virtual versions of our greeters, hosts and connection point. Our social media culture should reflect the culture and values of Thrive Church as it is 'the church on display'.

For the purposes of the Thrive Church social media platforms - Facebook and Instagram have the same culture and goals as each other. These include:

- Presenting information
- Connecting with our church and our community (also including posts that inspire)
- Providing an invitation (i.e. to our services and events)
- Giving a glimpse into church life and a retrospective look at services and events

Social Media Protocol

- All users of social media must follow the Thrive Church code of conduct.
- Public social media identities, logon ID's and user names may only use Thrive Church's name with permission.
- Confidential information should not be published.
- Show proper respect for the laws governing copyright and fair use of material owned by others. It is good practice to link to others' work rather than reproduce it.
- 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 Thrive Church.
- If you see misrepresentations made about Thrive Church in the media, you may point that out. Always do so with respect and with the facts.
- See also 'important information' on 'photography' and social media.
- Thrive Church reserves the right to block any user or follower on our social media platforms that uses abusive or threatening language.
- Thrive Church reserves the right to moderate the usage of any internal platforms including closed facebook groups or WhatsApp group chats for the purposes of running the church. The leadership of Thrive Church reserves the right to approve or deny access to

these communication channels based on the internal requirements of the church & its team.

Social Media for Thrive Church Departments

- Thrive Church encourages department uniqueness and celebrates the different ways in which various age groups express themselves on social media platforms.
- However, in addition to the above guidelines, the following are important:
 - No home addresses for individuals in the church are to be displayed on social media platforms (in keeping with Thrive Church's privacy policy)
 - Guardian permissions are required in order to post photos of minors (under 18yrs).

Important Information

Photography

There is no law against taking a photo of someone and posting it online if you are in a public place and a church is considered a public place of worship.

However as a church we take the following precautions:

- Exercise caution when taking photos of people.
- We respect the rights of those who do not wish to be photographed.
- Leaders may post on social media photos of others at church in their private capacity.
- The church's social media pages only post pictures of identifiable people who are well known to the church, or whom we have obtained consent to post online.
- In regard to young people, their parents must sign a media waiver so that we can use photos for promotional reasons, and will exercise discretion on who/what we include.

We choose not to have a sign on the wall stating 'you may be photographed' because we respect the right of people's privacy while attending church.

Insurance

When speaking publicly staff should be aware that Thrive Church's Professional Indemnity (PI) Insurance policy provides them protection in respect to comments which have been presented in good faith and in the context of a staff member's responsibilities. The policy does not indemnify a staff member for advice given or opinions expressed, which are not made in good faith, or are outside the area of expertise of the staff member.

Code of Conduct

The Thrive Church Code of Conduct includes the following statement:

'Any public comment made by volunteers and employees made through any form of media, must be communicated in such a way that it is clear that it is made in their private capacity unless otherwise authorised to do so.'

Breaches of the Media Policy may be deemed serious breaches of the relevant provisions of the Thrive Church Code of Conduct.