



THE TABERNACLE

LOVE GOD. LOVE PEOPLE. MAKE DISCIPLES.

SOCIAL MEDIA GUIDELINES

Introduction

Social media can be a powerful tool that allows us to connect with people through an online community to share the good news of Jesus and encourage believers in their faith. The following guidelines will enable us to effectively and appropriately represent The Tabernacle as we seek to honor God and connect with people through our online presence.

Purpose of Guidelines

This policy provides parameters in order to guide church staff, team members, employees, volunteers, and church leaders when social media tools are used on behalf of The Tabernacle or when The Tabernacle becomes part of a social media dialogue.

Social Media Tips

- Be selective! There are a variety of digital platforms available. Use the right medium for the message. For example, don't use a Facebook post to communicate sensitive or private information.
- Be smart! A blog, community post, or social media post is often visible to the entire public and can/will be shared by others in various ways that cannot be controlled at any level. Be extremely wise with all content posted.
- Use grace! Always use Biblical wisdom when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offense responses publicly.
- Ask us! In areas where this policy does not provide a direct answer for how members of our community should answer social media questions, please check with the Marketing Director before speaking as a representative of the church.
- Connection and Community. All our social media platforms will be used for these purposes. We can achieve connection and community through various post types, like humor, preaching, teaching, recaps, or even event sharing.
- Value. At the end of the day, we need to ask if the posts are creating value? Is it connecting people and is it creating community?

Use of Social Media

- All of The Tabernacle's policies, including harassment, confidentiality, and software use, apply in the extensive use of social media.
- Team members who misuse the The Tabernacle's social media resources in ways that violate the law or other ministry policies are subject to immediate disciplinary action and/or dismissal.

Guidelines

- Employees/volunteers who are interested in representing The Tabernacle must first fill out a volunteer application, background check and sign a confidentiality agreement form, as well as meet with the Marketing Director.
- Online postings are not private and can remain in the public sphere for long periods of time. Therefore, social media postings should never disclose sensitive or confidential information. This includes but is not limited to personal and/or medical information. Avoid identifying and discussing others.
- Copyright and Fair Use Laws must be respected at all times.
- If any posted material concerning The Tabernacle seems to be illegal (e.g. child or elder abuse, etc.) team members should contact The Tabernacle's Executive Pastor, Executive Administrator and Marketing Director immediately.
- As a team member of The Tabernacle, remember that your online presence and posts can have the potential to affect the ministry of The Tabernacle.
- When in doubt, be positive! Whether someone has posted something mean, rude or distasteful, take the high road at all times.
- In the event of a crisis or negative remarks that need to be moderated or require a response, alert the Marketing Director and corresponding campus Pastor, so that the situation can be assessed and addressed quickly. Do not respond unless you have been given the green light by the Marketing Director or campus Pastor.
- All Tabernacle social media accounts must remain active and monitored. If someone asks a question to a social media account, it needs to be answered within a reasonable amount of time.

Public Relations Guidelines

- Church communications may not be used for partisan political messages, paid advertising or pleas for volunteers. **DO NOT BRING YOUR PERSONAL POLITICAL VIEWS OR SMALL ROCKS TO OUR SOCIAL MEDIA PLATFORMS.**

- The Tabernacle may designate one or two main employees to facilitate all external communication channels on behalf of the Church. Only authorized employees such as the Pastor(s), Marketing Director or Executive team may coordinate communications with **members of the media** on behalf of The Tabernacle.
- Any external communication from the The Tabernacle office regarding serious/unexpected incidents will be relayed by church leadership.

Where Do These Guidelines Apply?

- This policy applies to all online and mobile platforms for sharing content and information, whether hosted by The Tabernacle or hosted by others. "Social media" refers to social networking services, short-message services, message boards, wikis, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this policy applies to all new social media platforms, whether or not they are mentioned. All social media platforms are relevant and included.

Non-sanctioned Accounts

- Any social media account that uses The Tabernacle name that was not approved by and created through the Marketing Director is a non-sanctioned account.
- The Tabernacle staff or volunteers should never be involved with non-sanctioned accounts, except for the purpose of reporting such accounts (and their creators, if known) to the Marketing Director. If any staff member has been involved in creating a non-sanctioned account or has control over one or more such accounts, they should report immediately to the Marketing Director.

Creating and Maintaining a New Social Media Presence

- In order to create a new social media account or profile, you must request assistance from the Marketing Director and provide a strategy and/or case for the implementation of the social media presence. The teams involved will consider the strategy and case provided and will finalize a decision about whether to implement the new account. Please note that not all requests can be granted.
- New accounts will be created by the Marketing Director in conjunction with our brand guidelines.
- All publishers and profile managers for the new account are required to first fill out a volunteer application, background check and sign a confidentiality agreement form, as well as meet with the Marketing Director.