

PRESBYTERY OF SAN FERNANDO
SOCIAL & ELECTRONIC MEDIA POLICY

ADOPTED SEPTEMBER 25, 2012

Our mission as a Presbytery is to draw all people to God and to each other as disciples of Christ. As the internet and digital communication have become an integral part of contemporary life, the Presbytery recognizes that it must adapt its ministry to the changing environment. Technology offers new and powerful tools for bringing people into relationship with Christ via social media. We can reach out to friends in our neighborhood and strangers in other countries with equal ease, sharing information and engaging in dialogue.

While social media offer a startling array of new possibilities for creating community, they also have the potential to expose the Presbytery to serious risk. The purpose of this policy is to create a framework that will allow us to employ technology in ways that serve the church, and at the same time mitigate the risk of negative exposure and/or liability. It covers all current use of electronic and social media communication, including e-mail, cell phone use, the Presbytery website, Facebook, Twitter, YouTube, Blogs, and new applications as they come into use.

Supervision by Communication & Church Support

No employee or member of the Presbytery shall create or use a media site in the name of or

purporting to represent the Presbytery without the express permission of the Communication & Church Support Committee (Committee) as documented in its minutes.

Standards of Conduct

No use of racial, sexual, or obscene speech, or any form of harassment is permitted at any time. Persons assigned by the Committee to administer any form of social media used by the Presbytery will monitor content and moderate discussion.

Proprietary Asset Use

1. All computers purchased by the presbytery for use by employees or committee members are for the express purpose of conducting Presbytery business and will be monitored.
2. Browsing history will be regularly monitored on all computers available for public use, such as the Resource Center and empty offices.
3. Personal use of computers by employees is permitted within the confines of the above guidelines.

Interactions with Persons Under the Age of 18

1. Email communication to an individual child shall include his/her parents or guardians and shall be limited to logistical matters.
2. Skype sessions in which children participate shall include a minimum of two adults.

3. Presbytery staff or volunteers are prohibited from sending individual text messages to children and/or replying to text messages from children, unless a parent is copied.
4. Presbytery staff, volunteers and/or FB Page Administrators shall not friend a group member or page contributor under the age of 18.
5. Presbytery staff, volunteers and/or FB Page Administrators shall not private message a group member or page contributor under the age of 18, nor reply to a private message from such person.
6. Persons under the age of 18 shall join a Presbytery sponsored FB group only with the written permission of a parent filed with the Presbytery office.

Cell Phone Use

1. Employees or volunteers driving during work hours or while on Presbytery business shall observe all the laws of the State of California regarding cell phone use when driving.

Presbytery Newsletter

1. The Committee shall appoint a Newsletter Editor.
2. The newsletter focus shall be on denominational issues at all levels: the local church, the presbytery, the synod and the General Assembly.
3. Churches are encouraged to submit articles regarding their own ministries and outreach, as well as announcements of upcoming events, position openings, etc.
4. Opinion pieces advocating one side of potentially controversial issues are not appropriate. However, announcements of upcoming events focused on such issues may be included as information for those who may be interested.

Website

1. The Committee shall appoint a Webmaster.
2. The website serves as a resource to the Presbytery's churches and members.
3. Photographs shall be posted only with permission of both the subject(s) and the photographer.
4. Prayer requests shall be posted only with the permission of the person(s) for whom the prayers are requested and with only the details specified by that person.
5. Copyrighted material shall not be posted without permission.
6. Trademarks shall not be used without permission.

Facebook Page

1. The Committee shall appoint the Page Administrator(s) to monitor the FB Page, and the Page guidelines shall be published on the Page.
2. Photographs shall be posted only with permission of both the subject(s) and the photographer.
3. Prayer requests shall be posted only with the permission of the person(s) for whom the prayers are requested and with only the details specified by that person.
4. Copyrighted material shall not be posted without permission.
5. Trademarks shall not be used without permission.

6. Advertising of products or services that benefit the contributor is prohibited. Links to sites that offer relevant services and/or products relevant are permitted.
7. Contributors shall attribute when quoting someone else.
7. Profane or hateful comments are prohibited. Comments should at all times be respectful, even when expressing a differing perspective.
8. Links to pages with offensive content are prohibited.
9. Administrator(s) shall remove non-complying content.
10. If an open or closed group is established, both an Administrator and Presbytery staff person shall be included. Secret Groups shall not be permitted.

YouTube

1. Only videos produced or approved by Presbytery staff, excluding those containing copyrighted performance or music, shall be published.
2. Comments shall be approved by the YouTube™ Moderator prior to appearing in the feed.

Twitter

1. The Committee shall appoint a Twitter editor.
2. Define objective and target audience.
3. Set posting frequency to establish regular schedule and insure the account is active and encourages engaged followers.
4. Develop criteria for whom to follow and identify relevant partners, and share their content on the Presbytery feed, providing it meets copyright and trademark guidelines.
5. Feed from followers that is that is not relevant to the mission of the Presbytery shall not be retweeted.

Response

The Presbytery is committed to prompt, professional and measured response to all circumstances, which may range from violations of these policies and procedures to suspicions or allegations of abuse. We are committed to (1) seriously consider the concerns of victims; (2) undertake a fair investigation of policy violations; (3) protect the privacy of parties involved in investigation; (4) report to as required and cooperate fully with public authorities; (5) consider the reputation of individuals and the Presbytery; and (6) communicate fully with the Presbytery within the bounds of individual rights to privacy.

Evaluation

Evaluation shall be an integral part of all social media activity. The Committee will provide oversight of all social media communication and schedule annual evaluations of its content and effectiveness, as well as an evaluation of this policy's continued comprehensiveness.