

Guidelines for the use of Social Media

Woodbridge Group of Churches

(Brinkworth, Dauntsey, Garsdon, Great Somerford, Lea, Little Somerford)

The use of social media offers exciting opportunities for our Churches:

- to share the Gospel and to be its living witnesses
- to interact with new people
- to communicate faster and more cheaply

However, there are associated risks:

- it is fast-moving, requiring quick reactions
- it is interactive, open-ended, and public
- what we post cannot always be deleted

Purpose of this document

This document is owned by The Woodbridge Group of Churches, represented by the rector, working with the Woodbridge Council.

The guidance contained in this document applies to everybody our churches, ie clergy, lay ministers, volunteers, members.

Its purpose is to provide clear guidelines for:

- (1) Users of social media, whether active or passive
- (2) Managers of church social media content

Woodbridge Group of Churches – platforms currently used

1 Facebook group Woodbridge Group of Churches – Public group, used to promote events and information to people who consider themselves part of Woodbridge.

2 Facebook page Woodbridge Churches Online is used to reach a wider audience and does not require Facebook membership.

3 Twitter – Our @sixchurches account, used to promote upcoming events and publish photos of past events

4 Youtube – Woodbridge Churches Online – where we post recordings of acts of worship. These are generally given ‘public’ access, ie fully visible to anybody, but can also be ‘unlisted’ ie only visible to those who have the hyperlink, or ‘private’ ie visible to only named individuals.

4 Zoom – is our preferred tool for video conferencing, used for private meetings and discussions, or for recording materials for worship. Participants are informed if recording is taking place.

Whether posting or managing, please observe the following principles

- 1 **Be safe** – use secure passwords, check security settings. Be mindful of others' security and safety.
- 2 **Be respectful** – Treat others as you would wish to be treated. Do not post or share content that is inconsiderate, offensive, embarrassing, or unwise.
- 3 **Be honest** – about who you are, and who you are posting as. Do not confuse church accounts with your personal account. Take responsibility – you are accountable for the things you do, say and write.
- 4 **Be a good ambassador** – leave a positive impression. Use the right platform for your message.
- 5 **Disagree respectfully** – if you disagree with someone, or have a criticism to make, consider whether you would make it in person.
- 6 **Be careful** – you might not be able to delete something. Ever.
- 7 **Respect confidentiality** – is this story yours to share? If not, do you have the owner's permission? Be especially careful when posting photographs or videos.
- 8 **Follow the rules** – Abide by the legal framework. Follow the terms and conditions of the various social media platforms themselves.

Use of photographs and videos

- The use of images is governed by the requirements of the Data Protection Act 1998 – GDPR from May 2018. This states that a person must have given explicit permission before any personal data can be published.
- Photographs and video recordings are “personal data” as far as data protection legislation is concerned.
- Ask permission before you take someone's photograph, making it clear what use you will make of it, and who will see it.
- Ensure that name badges or any other means of identification are removed before taking the photograph or video.
- Anyone taking photographs or videos for official use at an event must register with the event organiser.
- Ensure that the image files are appropriately named – do not use names in image filenames.

Use of photographs and videos with children

- Obtain consent from parents, guardians or carers before using photographs or video recordings of children, young people or vulnerable adults in any public forum.
- Ensure that children, young people or adults cannot easily be identified by name or other personal details.

- If children appear in a video recording, they should have an adult present on-screen with them. If this is not possible, the adult needs to be audibly taking part.
- At large events, consider setting up recording opportunities at the end to ensure that children can take part, but be excluded from photographs.

How do we respond to breaches of these guidelines

Action may be taken if inappropriate, unsuitable or offensive material comes to the attention of administrators of our social media platforms. Action may include deleting comments, blocking users or reporting comments as appropriate. This varies from platform to platform. Breaches will be screenshotted and shared with the Woodbridge Group Council in order that the Council is aware of the nature of the breach and the action that has been taken.

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APPENDIX I – Administrators

Platform	Name	Role 1	Role 2
		Administrator	Moderator
Facebook Group - Woodbridge Group of Churches	Debs Evans	Y	Y
	Catherine Price	Y	Y
	Matt Stone	Y	Y
	Anne-Marie Tuck	Y	Y
	Steve Wilkinson	Y	Y
Facebook Page – Woodbridge Churches Online	Pages do not have assigned moderators but the same people as above will monitor the page		
Twitter - @sixchurches		Editor	
	Dave Strange	Y	n/a
	Heather Lee	Y	n/a
	Matt Stone	Y	n/a
Youtube – Woodbridge Churches Online		Primary Owner	Owner
	Steve Wilkinson	Y	
	Dave Smith		Y
	Matt Stone		Y
	Anne-Marie Tuck		Y
Zoom		Account holder	n/a
	Steve Wilkinson	Y	
	Access details will be shared with other individuals as needed		