

St. Paul's - Social Media & Livestreaming Policy – May 2014

Definition

For the purposes of this policy, the term social media includes websites, interactive online accounts such as, but not limited to, Facebook, Twitter, Google Plus, LinkedIn, and Pinterest, photo-sharing accounts such as, but not limited to, Flickr and Picassa, video-sharing accounts such as YouTube, Livestream, Ustream and Vimeo, online blogs and discussion forums.

Purpose of the Church's Use of Social Media

Social media affords many opportunities to connect with people within the congregation and the community as well as with interested persons throughout the world to build networks for engagement, education and spiritual growth. It allows church members and adherents to participate in church activities when travel, illness, work commitments and other factors prevent them from attending in person and thereby connect with the St. Paul's Church community. Additionally, social media promotes the values and mission of the church and the programs and services it provides.

Conduct of Staff and Volunteers

All staff and volunteers posting to any social media related to St. Paul's are expected to:

1. Be professional, responsible, and respectful in all their communication.
2. Refrain from posting any confidential and sensitive information, personnel issues, work conflicts or personal grievances.
3. Only post what is public information, knowing that nothing posted is ever really lost or confidential.
4. Keep messages affirming and broad-minded rather than combative or controversial.
5. Recognize that they represent the congregation's ministry and ensure that postings are appropriate to the mission.
6. Add their initials to posts made on a church account to which several persons have administrator status.
7. If there is any question, uncertainty or concern about the proper nature of a post, consult with leadership of the church before posting.
8. Provide their user name and password for any church social media account to the office and/or system administrator. Refrain from giving the user name and password to any unauthorized person.
9. Include a disclaimer on any personal sites as follows: "The views and opinions expressed on this site are those of [person's name] and do not reflect the views and opinions of St. Paul's United Church or The United Church of Canada." However, they should also remember that readers may not distinguish between official comments made in social media for work and

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comments posted on a personal page or site and therefore, in some sense, they are always speaking for the church.

10. Understand that posts to the church's social media accounts are subject to the oversight of the St. Paul's Communications Committee.

Conduct of Members of the Public responding or commenting to posts on the church's social media sites

1. Readers are welcome to respond, either agreeing or disagreeing with a post, but are expected to be respectful of the opinions of others.
2. Those submitting a comment are wholly responsible for the content of their comments.
3. Rants, rages, bashing, derogatory comments, profanity, comments that provoke discrimination or hatred of others, libelous or otherwise unlawful, abusive, immoral or obscene materials are not permitted and will be immediately removed from the site. If this is a repeated offence, the user will be barred from the site.
4. Erroneous information will be addressed by a polite response giving factual information in the comments.
5. If the posting is the result of an unhappy or negative experience, the site administrator may wish to rectify the situation and propose a reasonable solution. Depending on the nature of the "complaint", this may be done in the comments or taken off-line.
6. Responses by the administrator to comments should take into consideration transparency, citing reputable sources, timeliness, and a professional and compassionate tone.
7. Corporate followers or "friends" may be removed if their corporate identity is inconsistent with the values of The United Church of Canada (e.g., pornography site)
8. When members of the public are invited to comment or respond to a social media site (e.g., Facebook, Twitter, blog), the policies regarding their conduct should be communicated on the social media site.

Privacy and Protection of Vulnerable Persons

1. Identifiable images of children are to be posted only with the consent of a parent or guardian, preferably in writing. A sample photo release form is available here:
<http://churchwebcanada.ca/Portals/0/Assets/PhotoReleaseForm.pdf>
2. Do not identify the persons, other than staff and church leadership, in an image by name.
3. Do not post the email addresses or phone numbers of persons, other than staff work numbers and email addresses and the addresses and numbers provided by church leadership, unless persons have provided them for inquiries about a program or service.

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4. When working with youth and young adults, remember that adults have more power in online relationships.
5. Depending on the nature of the group, accept either all or none of “friend” requests from youth.
6. For discussion groups, set up a group account that all members of the group or congregation can join.
7. Refrain from using a personal social media site to communicate with children and their families.
8. Refrain from sending private messages to children and youth. Either copy their parents or post to their wall. Group emails are permissible, but parents should be copied on all such communications.
9. Where personal information such as name, email address, and user name are collected as part of the sign-up process for an online community, this information will not be shared with other parts of the church or with any outside parties.
10. When persons register for a program or an online community, they will be given the opportunity to indicate that they do not wish to receive communications unrelated to the program or online community.
11. All online transactions will be completed using a secure, online billing process such as PayPal.
12. Communications from the church sent via email are to include specific instructions on how to unsubscribe from further emails.

Livestreaming and Videoing of Worship Services and other Events

1. Notification is to be posted at the public entrances to the sanctuary as follows: “Please note that this service/program is being livestreamed (videod and uploaded) to the Internet.”
2. Livestreamed services will remain available on the St. Paul’s Church website for one month and will then be archived on DVDs.
3. Settings on the Livestreamed services will be such that they can only be viewed through the St. Paul’s Church website and may not be downloaded, or embedded into any other website.
4. Livestreaming is to include the name of St. Paul’s United Church, the title of the service or program and the date.
5. Children involved in the service are to be videod from the back of the sanctuary, without close-ups of children.

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6. Children and youth participating in the service are to be identified by their first name only unless they give permission, or in the case of a minor, if permission is given to use the full name by a respective parent or guardian.
7. Should a youth or adult member assisting with the service not wish to be videoed, the livestreaming camera is to be aimed elsewhere, or zoomed out during the time of that person's participation so that the person is either not visibly identifiable or only the audio portion is available to the online viewer.
8. During special events, such as weddings, the videoing of the session is to only begin after the gathering music has been completed, unless express permission is given by the performing group, and the copyright of the music being played belongs to them. The same stipulations apply to concerts as a part of any special event program.
9. Livestreaming and/or video-recording may be offered as a service to outside groups at rates negotiated at the time of planning. The group contracting for the livestreaming service will be responsible for obtaining permissions from the presenters, performers and music/audio/video copyright holders and for notifying the audience of the livestreaming/recording. The group will be asked to sign a statement verifying that they have done so prior to the event being videoed/recorded.
10. Any outside groups livestreaming or videotaping a presentation in the church will be asked to acknowledge the church in the opening credits to the production, with words such as these: "Presented by [organization] at St. Paul's United Church, Dundas, Ontario www.stpaulsdundas.com. The views and opinions expressed in this event do not necessarily represent those of St. Paul's United Church or The United Church of Canada." Where the church is a co-sponsor of an event, then that sponsorship should be reflected in the credits.

Breach of Policy

Any breach of this policy is to be brought to the attention of the Church Board for its review, and may result in suspension of privilege and other remedy.

Resources Used in Compiling this Policy

United Church of Canada, Edge Network for Ministry Development. Social Media Policies for Congregations with Richard Bott, May 15, 2013. (recorded webinar):
https://edgeucc.adobeconnect.com/_a1012244660/p86luep8p2l/?launcher=false&fcsContent=true&pbMode=normal

United Church of Canada. Ethical Standards and Standards of Practice for Ministry Personnel.
www.united-church.ca/files/handbooks/pastoral_ethical.pdf

United Church of Canada. Sexual Abuse Prevention and Response Policy and Procedures. April 2011. <http://www.united-church.ca/files/handbooks/sexualabuse.pdf>

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United Church of Canada. Social Media Guidelines for Employees of the General Council Office (Draft 4). http://www.wondercafe.ca/GCO_SocialMedia

United Church of Canada. Social Media Guidelines for People Involved in Youth Ministry in the United Church of Canada (2011). http://www.united-church.ca/files/local/duty/caring_social-media-guidelines.pdf

United States Conference of Catholic Bishops. Social Media Guidelines. <http://www.usccb.org/about/communications/social-media-guidelines.cfm>

Evangelical Lutheran Church in America. Social Media and Congregations. <http://www.elca.org/Who-We-Are/Our-Three-Expressions/Churchwide-Organization/Communication-Services/Resources/Web-Ministry/Social-Media.aspx>

Collier, Mack. Creating a Corporate Blogging Policy? Here's Six Areas to Consider. <http://www.mackcollier.com/creating-a-corporate-blogging-policy/>

The Blog Herald. Livestreaming and Copyright Issues (2009). <http://www.blogherald.com/2009/08/24/livestreaming-and-copyright-issues/>

Livestream. Frequently Asked Questions. <http://www.livestream.com/support/faq>

LicenSing. Help and Support (2013). <https://www.licensingonline.org/en-us/page/16>

Ford Motor Company. Ford Motor Company's Digital Participation Guidelines (08/2010) <http://www.hawthornemediagroup.com/wp-content/uploads/2011/05/FordSocialMedia.pdf>

United States of America, Air Force Public Affairs Agency. Air Force Web Posting Response Assessment, V.2. <http://www.af.mil/shared/media/document/afd-091210-037.pdf>