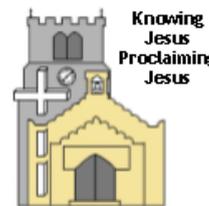


# Social Media Guidelines



## The Parish of Darfield, All Saints and St. Michael, Great Houghton

The use of Social Media within the ministry of the church is becoming more common. It is seen as a channel to reach and connect with people that we might struggle to reach by other channels.

These good practice guidelines are aimed to help Social Media users to be an effective on-line ambassador for the Parish, the wider Church and our Christian faith.

The principles of common sense and good judgement apply since as a user you are part of a public forum. **You** are responsible for the things you do, say or write and your actions should be consistent with your work and Christian values.

Social Media is immediate, interactive, conversational and open-ended and as such needs a new way of thinking.

Typical examples include: *blogs, Twitter, Facebook, YouTube, Websites, Sound cloud, Audio boo, Foursquare, Google+, Flickr, Instagram, LinkedIn, Yammer and Pinterest.*

**Don't rush in:** *Think before you post. Read and consider other postings before joining in.*

**Transient yet permanent:** *be aware that, once posted, your comments may be re-published elsewhere*

**You are an Ambassador:** *your posts may well be interpreted in your role as representative of the Church.*

**Don't hide:** *Anonymity or hiding behind an alias is frowned upon when using social media. Shared accounts such as a parish Facebook page need to identify who is responsible for the content.*

**Blurring public/private boundaries:** *There are risks associated with personal opinions being interpreted as public statements.*

**Safeguarding:** *The informality of social media can mean that it is harder to maintain a professional distance when working with children, young people and the vulnerable. Private messaging is like meeting someone in private.*

**This is not a replacement for the Safeguarding Policy and must be read in conjunction with that Policy.**

**Legal Framework:** *Any shared thoughts and reflections posted on Social Media are treated as being published and are subject to legislation including libel, defamation, copyright and data protection.*

**Confidentiality:** *The use of Social Media does not change the Church's understanding of confidentiality.*

**Security:** *be mindful of your own security. Don't share personal information such as your address or telephone number or your next holiday.*

These notes are extracted from the guidelines produced by the Diocese of Sheffield which may be viewed on their website at <http://www.sheffield.anglican.org> by searching for *Social Media*.

For advice and guidance on any aspect of social media, please contact a member of the communications team on 01709 309125 or email [communications@sheffield.anglican.org](mailto:communications@sheffield.anglican.org)

For queries relating to Safeguarding issues, please contact the Diocesan Safeguarding Team on 01709 309151 or email [sue.lamprell@sheffield.anglican.org](mailto:sue.lamprell@sheffield.anglican.org)

*Extracted from the Sheffield Diocesan Social Media Guidelines document (8<sup>th</sup> Feb 2017)*

This policy was adopted at the PCC meeting held on: 27<sup>th</sup> November 2018

This policy will be reviewed: November 2019