



## Gosford Uniting Church

### Draft Social Media Policy, Procedure and Guideline

#### Policy Statement

Gosford Uniting Church seeks to fulfil how God wants us to lead our lives by reaching inwards and outward to achieve its Mission of "Gods Love Working in this City".

Gosford Uniting Church believes that to achieve its missional goals social media can be used as a broad means of attracting and engaging the community.

#### Media Posting Guideline

This document outlines the elements to be considered and included when drafting and submitting for posting on the Gosford Uniting Churches various Social Media streams such as the Gosford Uniting Church Web Page

- Language must be positive and inclusive of all race, gender, sexuality, religion, and other beliefs
- The content should be directed towards attracting and engaging the wider community
- Facts must be accurate at the time of publishing and should not be misleading
- The content should reflect positively on Gosford Uniting Church
- The privacy of individuals must be considered.
- The use of identifying photographs will require written permission for publishing. This is for the protection and privacy of vulnerable people within the church and wider community.
- Interactive media streams should support a positive and open conversation that is respectful to all. Any postings that are not thoughtful or respectful or promote private services or products will be removed.
- Information provided where activities have been completed may also be removed to ensure that the media stream is seen as a source of current information

Types of information that may be considered appropriate for posting

1. Promotional activities that are related to missional outreach for Gosford Uniting Church
2. Promotional activities that invite the wider community to engage with Gosford Uniting Church.
3. Concluded activities that demonstrate "Gods Love Working in this city".

#### Appendix 1

Procedure for Posting Documents and the Creation of Other Web based material.

#### Appendix 2

Permission Form for Use of Identifying Photographs or Information

#### Reference

1. Social Media Policy. Uniting Church in Australia Assembly. 27 October 2015

Appendix 1

1. Any documents or Web Based information must meet the Media Posting Guideline
2. Submit the information to Colin Douglas at/on \*\*\*\*\*
3. Content that does not meet the guidelines will be returned for review/change.
4. Any uploads with identifying photographs must include the Permission Form ( See Appendix 2)

Appendix 2 – to be included