

Leominster UMC Social Media Policy

In accordance with LUMC's participation in the Safe Sanctuaries program — and out of awareness for the positive mission and discipleship impacts of social media — the following policy is proposed. Our intent is to positively reflect the mission and values of Leominster United Methodist Church while upholding the dignity of our members, especially our Youth.

Three Simple Rules from John Wesley: Do no harm. Do good. Stay in love with God.
(www.umcom.org/learn/3-simple-rules-of-social-media)

1) General Use of LUMC Social Media

* Social media pages (e.g. Facebook) should not be used to request emergency help or pastoral assistance; such communications should be directed to the Church Office or pastor via e-mail or phone.

* Social media pages should not be used to defame or criticize.

* The pastor will maintain a list of persons with posting privileges for the LUMC Facebook page; this list will be revised at the pastor's discretion. *(As of May 2019, those with posting privileges are Pastor Michelle Ashley, Sarah Balthazar, Erika Dellovo, LuAnn Longenecker, Scott Newcombe, Tim Reilly, and Heather Sikora.)* Other LUMC members wishing to post announcements or events on the church Facebook page should contact the church office.

* Those individuals with posting privileges (see previous paragraph) will monitor and edit posts as appropriate.

2) Friending on Social Media

* While the pastor may accept a friend request from adult members, the pastor should not initiate friend requests

* The pastor/adult staff/adult volunteers should not accept friend requests from minors (under 18 years) without parent/guardian permission

* The pastor/adult staff/adult volunteers should not Snapchat with minors (under 18 years)

3) Posting on Social Media

* Since photos and images are a place of particular concern for many, personal and LUMC official posts involving photographs or video at church-sponsored events should be cleared by the appropriate group leader (e.g. Choir Director, IgNite Youth Leader, Education Chair, etc.). Care should be taken to ensure that media posts accurately reflect the mission of the church and honor those in the post.

* For photography and video of worship services, please see recommendations at the end of this document

* Names of children should not be posted without parent/guardian permission

(Continued)

* Video posts of music used in worship services are currently covered by the license with CCLI (Christian Copyright Licensing International)

* Because posts can go viral quickly, posts on personal pages should be reviewed to respect the criteria of Wesley's Three Simple Rules: *Do no harm; do good; stay in love with God.*

* Tagging: When checking in from a location, you should only check in yourself. Never check in minors, and be sensitive to tagging or revealing other participants' locations.

* In general, whatever is appropriate in public can be posted on social media; sensitive information and private topics are not appropriate for posting. Sensitive information and private topics (health information, personal details, etc.) are not appropriate for posting on the LUMC pages.

* LUMC Staff and Volunteers should bear these principles in mind when posting on both the church page and their personal pages, especially if they are Friends with minors (under 18 years). For example, adult staff and volunteers should not make posts containing foul/offensive language, sexual innuendo, etc.

4) Conclusion

* As technology and social media continue to evolve, LUMC will review this policy and make revisions accordingly.

Recommendations

1) *We recommend a revision of the Sunday School Registration Form (see separate document) to streamline Social Media consent for LUMC groups.*

2) *We recommend that the IgNite Youth Group and leaders draft their own Covenant for Social Media Use.*

3) *We recommend renewing LUMC's current license with CCLI (Christian Copyright Licensing International), which includes the ability to post videos of music from services.*

4) *We recommend adding a link to this document on the church website. We also advise weekly reminders in the church bulletin.*

5) *We recommend a notification in the service bulletin letting worship attendees know that photography and videography may occur. If someone does not want to be photographed, he/she should speak with a greeter, who will direct them to an appropriate location.*

Spring 2019: *This information was compiled through exchanges with other Faith communities and with the help of information from the United Methodist Church Communications website.*