**Social Media Policy for**

**Foundation United Methodist Church**

**PURPOSE OF POLICY**

1. To maximize best practices for wide-ranging delivery of the Good News via social media and electronic communications channels.

2. To promote the values and vision of the church, to minimize the risk to Foundation’s reputation that can be caused by improper and unauthorized external communications, and to avoid any disunity.

**KEY POINTS**

1. The purpose of church social media is to relay information about the church to a broad or specific audience. The broader audience is reached through our Facebook page; the specific audience is our church membership reached through our Facebook group (although it is also visible to the public).

2. Foundation’s staff has sole responsibility for editorial policies governing church communications, which includes monitoring and approving posts to our Facebook page & group.

3. Church communications may not be used for partisan political messages, paid advertising, or personal fundraising efforts.

4. Official FB Events created on either the page or the group are the equivalent of a calendaring issue, and must first be reviewed by the staff in relation to the master calendar. These events should not compete with any other events previously approved by the staff.

5. Any external communication regarding unexpected events or serious incidents must be approved by the staff.

6. Regarding posts which are declined: the church staff person will contact the post creator and personally explain the reasons for their decision (preferably in person or by phone).

Current definition of our FB group purpose:

“This page is for communication of Foundation Church comings and goings....such as announcements about ministries, special celebrations, informal fellowship opportunities, prayer requests and other information related to the life of our congregation. Further details about our congregation are found on our website. This group is not intended for business marketing, solicitation of funds or support for activities outside the life and ministry of Foundation United Methodist Church.”