



**SOCIAL MEDIA POLICY,
RESPONSIBILITIES &
POSTING GUIDELINES**

TOMS Anglican Churches

1. Purpose

The purpose of this policy is to provide instruction on how to engage with TOMS Anglican Churches social media sites and in doing so bring glory to God (1 Corinthians 10:31) and show God's love to those in our community (Matthew 22:39).

2. Scope

This policy applies to members of TOMS Anglican Churches (TOMS) community including congregation members and paid staff who engage with TOMS social media sites. It will also apply to people external to TOMS community who engage with TOMS social media sites. NOTE: Paid Staff should also refer to any requirements of their employment terms and conditions and other employment policies.

3. Definition of Social Media

A broad term generally referring to the internet and the activities as text, photos and graphics through social networks/platforms such as Facebook, Instagram, Twitter, etc.

4. Policy

Members of the TOMS community are required to engage in TOMS Anglican Churches' social media sites in a lawful, appropriate and acceptable manner and refrain from any posts, comments or use of social media which may be of harm to any other person or groups and that may bring harm to or reflect negatively on the reputation of TOMS Anglican Churches.

Failure to engage with TOMS Anglican Churches social media sites appropriately and responsibly may result in posts, comments, etc being blocked by the TOMS Anglican Churches Communications Area Leader or TOMS Staff.

5. Safe Ministry

All Safe Ministry policies, principles and guidelines in relation to minors and vulnerable people, are to be adhered to at all times when engaging with TOMS social media sites. Any

breach of safe ministry requirements will result in reporting to the appropriate authorities. Please refer to:

1. Professional Standards Unit of the Anglican Diocese of Sydney - Safe Ministry Social Contact Policy
2. TOMS Anglican Churches – Privacy Policy
3. TOMS Anglican Churches Children/Youth Ministry Policy Procedures and Code of Conduct 2020
4. Faithfulness in Service (Adopted by the Synod of the Anglican Church of Australia in the Diocese of Sydney 2017).

6. Specific Roles and Responsibilities

Communications Area Leader

As part of their portfolio, the TOMS Communications Area Leader (CAL) has the responsibility for TOMS Morning Church, TOMS Night Church and TOMS Anglican Churches. The other ministry social media accounts are the responsibility of their group leader.

The CAL reports to the Senior Minister and has delegated daily operation of TOMS Morning Church, TOMS Night Church and TOMS Anglican Churches to the Social Media Team.

The Communications social media team shall:

1. Maintain a list of TOMS current social media accounts and administrators a copy of this list will be shared with the Assistant Minister.
2. Ensure all social media accounts contain a standard reference to Jesus and/or rules of membership

EXAMPLE ONLY: making Christ known to those around us

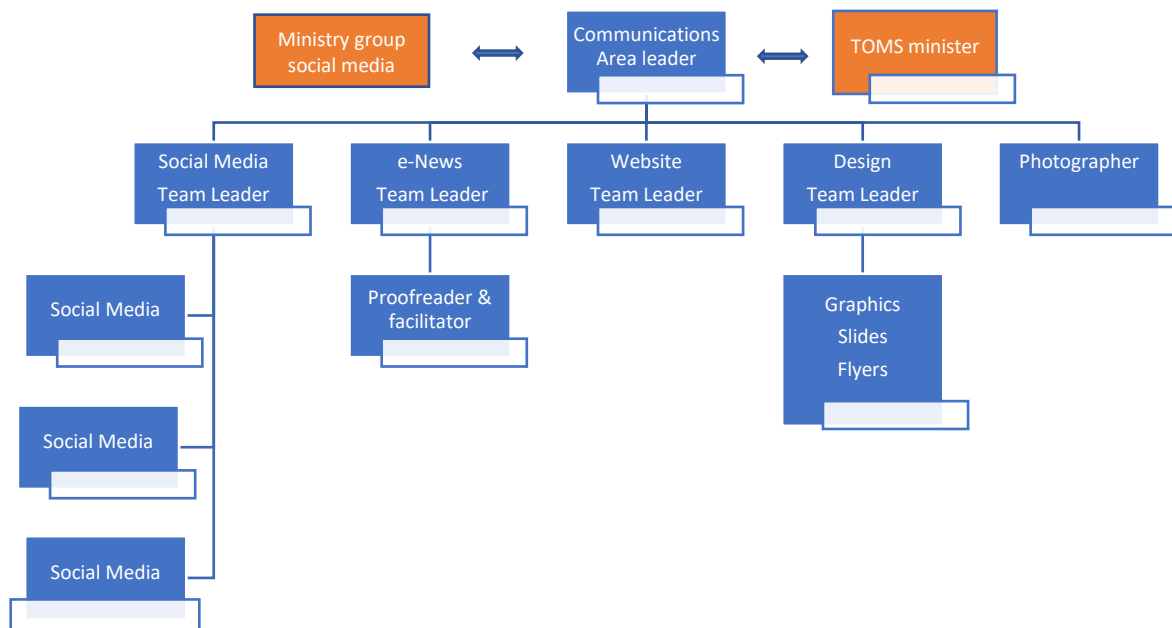
3. Ensure all social media accounts contain a reference to “Rules of membership”
4. Ensure the following promotional process is followed at all times:
 - a) Ministry Team approves ministry event/activities and may announce in church services
 - b) Ministry Team provides information to Communications area leader with notice for placement in internal congregational groups only, external social media groups only or both

i) May also request a graphic for church services announcement and placement on the TOMS website.

5. Ensure any defamatory, offensive or bullying comments, etc. posted across TOMS Morning Church, Night Church and TOMS Anglican Churches social media sites are hidden or deleted. Ministry group social media administrators to do likewise. Notify TOMS Staff if further action is necessary.

MINISTRY GROUP SOCIAL MEDIA ACCOUNT ADMINISTRATORS

If you are managing a specific church ministry-affiliated social media account, you have a responsibility to ensure you are posting in line with the TOMS Social Media Policy and that you refer to the TOMS Communications area leader if you are unsure about any posts or interactions with your account. It is your responsibility to ensure that any defamatory, offensive or bullying comments posted on your page are hidden or deleted. Creating a social media account means you are an administrator/moderator, and you have an obligation to take reasonable steps to remove or moderate comments that constitute as defamation, harassment or bullying. Refer any post of a defamatory, offensive or bullying nature to the Communications area leader or minister for further guidance.



7. Posting Guidelines

The following posting guidelines are relevant to anyone engaging with (posting, commenting or sharing) TOMS social media sites. It doesn't matter how many "likes" your post gets. Always remain faithful to the Gospel rather than what is "liked".

1. **Posting**

1. Think before you post
2. Is your message in line with the purpose of the social media policy?
3. Can it be misunderstood?
4. Is your post accurate?
5. Ask permission if it's not your own news, article or information (especially parental or guardians of children or young people) before posting photos. This may mean to consult registration records, where this information is generally readily available as parents/guardians are asked to approve potential use of image in social media context
6. Don't identify people in photos unless you have their permission
7. Be mindful that humor and sarcasm can be easily misinterpreted
8. Our social media sites may not be used for conducting or promoting outside business
9. Obey Copyright, libel and defamation laws and social media platform terms and conditions of use
10. Posts can be scheduled for publishing at a future date/time, so this could be a means of screening material for any potential problems that fall under the above guidelines and editing/modifying where deemed necessary
11. Ask people to "like" TOMS Anglican Churches Facebook group (so that they will get invites to outreach events).

2. **Replying**

1. You can consult with the TOMS Communications leader at any time to get guidance on how to respond problematic posts or questions
2. Be careful who you accept into your ministry group's account. It might be more appropriate for them to be directed to join our TOMS Anglican Churches group rather than a specific group
3. Respond with gentleness and respect

4. A delayed response while seeking advice is better than a fast unwise response. Don't respond via private message, remember anything you say can be captured in a screen shot.
5. Members who engage in discussions must be discerning about what they publicly share online. Whilst TOMS cannot be held responsible for social media group members opinions, we will not tolerate bullying, abusive, offensive, obscene or threatening language.
6. Violations of TOMS Social Media Policy may result in immediate blocked access without notice.

8. Policy Review

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