

## Social Media

Social media offers a great way to interact with people from your ministry and engage in conversation with nonbelievers. If mismanaged, however, social media conversations and posts can actually damage your ministry's reputation. That's why it's important to examine your social media policy and put safeguards in place to protect your ministry.

	Yes	Needs Attention
1. Do you have a written social media policy to guide the people who are in charge of the ministry's social media accounts?	<input type="checkbox"/>	<input type="checkbox"/>
2. Have you selected a trusted group of people—staff members or other church leaders—to post and monitor the page on the ministry's behalf?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have measures in place to keep your social media content easy to understand for all audiences (i.e. newcomers and non-Christians)?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you have procedures for quickly responding to questions posed to your organization via social media?	<input type="checkbox"/>	<input type="checkbox"/>
5. If someone posts a negative experience or a situation that includes sensitive information, do you have a point person in your organization who will offer to resolve the issue privately by way of a meeting or phone call?	<input type="checkbox"/>	<input type="checkbox"/>
6. Have you crafted a social media disclaimer, which outlines your expectations for interactions, as well as terms for removing content?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you obtain a signed photo release from each person who appears in a picture posted to your social media page(s)?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you disable photo tagging on your page to protect the privacy of those who are photographed?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do you consistently obtain permission from the original source before posting content that isn't the ministry's original work?	<input type="checkbox"/>	<input type="checkbox"/>
10. Have you defined the type of content that the ministry will not tolerate on its page (obscene, embarrassing, or abusive material, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
11. Have you determined the monitoring responsibilities of social media team members when they are moderating the page, as well as how often they will be moderating?	<input type="checkbox"/>	<input type="checkbox"/>

Notes: \_\_\_\_\_

Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

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