



## WWEC GUIDELINE - SOCIAL MEDIA

### Background

This guideline provides guidance for WWEC staff and volunteers in regard to the use of social media. Social media means any online tool that allows people to publish, share or access information. Please see Appendix 1 for examples of social media.

### Procedures

The following procedures apply to professional use of social media on behalf of WWEC as well as personal use of social media when referencing WWEC:

1. WWEC staff and volunteers need to know and adhere to WWEC's code of conduct and other WWEC policies when using social media in reference to WWEC.
2. WWEC staff and volunteers should be aware of the effect their actions may have on their images, as well as WWEC's image. The information that employees post or publish may be public information for a long time.
3. WWEC staff and volunteers should be aware that WWEC may observe content and information made available by WWEC staff and volunteer leaders through social media. WWEC staff and volunteers should use their best judgement in posting material that is neither inappropriate nor harmful to WWEC, its staff or members.
4. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content or images that are defamatory, pornographic, impropriety, harassing, libellous or that can create a hostile work environment.
5. WWEC staff and volunteers are not to publish, post or release any information that is considered confidential or not public. If there are any questions about what is considered confidential, staff or volunteer leaders should check with their Director or the Senior Pastor.
6. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. WWEC staff or volunteer leaders should refer these enquiries to the WWEC Senior Pastor.
7. If WWEC staff or volunteers encounter a situation while using social media that threatens to become antagonistic, WWEC staff or volunteer leaders should disengage from the dialogue in a polite manner and seek the advice of a Director or a WWEC Pastor.
8. WWEC staff or volunteers should get appropriate permission before referring to or posting images of current or former staff or members. Additionally WWEC staff or volunteer leaders should get appropriate permissions to use a third party's copyrights, copyrighted material, trademarks or other intellectual property.
9. Social media use shouldn't interfere with WWEC staff or volunteers responsibilities at WWEC.
10. Subject to applicable law, after-hours online activity that violates WWEC Code of Conduct or any other WWEC policy may subject a WWEC staff member or volunteers to disciplinary action or in the case of employed staff termination.

11. If WWEC staff or volunteers publish content after-hours that involves work or subjects associated with WWEC, a disclaimer should be used, such as this: 'The postings on this site are my own and may not represent my church WWEC'.
12. It is highly recommended that WWEC staff and volunteers keep WWEC related social media accounts separate from personal accounts.

## Appendix 1

**Social media** describes public content created by people using highly accessible and scalable publishing technologies. It is distinct from traditional media, such as newspapers, television, and film. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information – industrial media generally requires significant resources to publish information. Social media may include (although is not limited to):

- social networking sites (eg Facebook, Instagram, TikTok, Myspace, LinkedIn, Bebo, Pinterest, Yammer)
- video and photo sharing websites (eg Flickr, YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (eg 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (eg Twitter)
- collaboration and sharing tools (SharePoint)
- wikis and online collaborations (eg Wikipedia)
- forums, discussion boards and groups (eg Google groups, Whirlpool)
- vod and podcasting
- online multiplayer gaming platforms (eg Tiltify, World of Warcraft, Second life)
- instant messaging (including SMS)
- geo spatial tagging (Foursquare)