



The Cutler Group

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# Social Media Guidelines

ChurchWest Insurance Services has earned the trust of religious organizations in California, Arizona and Nevada. We provide insurance for houses of worship, camps, schools, daycare, conference centers, and employee benefit needs.



Protecting your *building...*

your *ministry...*

and all your *people.*

At [Your Organization Name] we are passionate about what we do. Because we believe in telling the world about our work, we believe in open communication when it comes to sharing our passion. We encourage you to tell others about your experiences at [Your Organization Name]. An easy and lasting way to do this is by using social media. Since content placed on the Internet can be easily misunderstood (and is often permanent), we have adopted social media guidelines. These guidelines will help you understand what you should write about and what you should think twice about writing as an employee or volunteer of [Your Organization Name]. If you are taking part in writing a blog, writing or moderating a wiki, posting to a social network or any other form of online content creation, please keep the following in mind.

1. **Know our code of conduct** – please read and make sure you understand our ministry’s code of conduct.
2. **Mention your connection** – if you talk about our organization online, you must disclose your affiliation with us. If you are not an authorized spokesperson, you must state your opinions are yours and not those of the organization.
3. **Protect yourself** – be very selective of what information you post about yourself. People on the Internet can easily find out all of your personal information from any number of seemingly small personal details. This includes information stored inside photos taken on your cell phone.
4. **Protect our members** – do not post personal details about other employees, volunteers or members of the congregation.
5. **Protect our organization** – never discuss legal issues, cases, or anything that requires an attorney. Do not post information that is considered confidential or top secret.
6. **Respect our audience** – although many of us share the same values and views, many of us differ about issues that surround them. Please respect all audiences, even those you disagree with. When it comes to posting online emotions can run high, so remember the “Golden Rule” and do unto others as you would have them do unto you.
7. **Think about consequences** – do not post things that are not true or are speculation. If you make a mistake, please own it and correct it.
8. **Avoid posting others’ work as your own** – do not post illegal music or movie shares, images, literature, etc. If you didn’t create it, don’t post it without permission from (and credit to) the artist or owner. Link to the source where possible.
9. **Represent us with class** – once you associate yourself with our organization, others will too. That means you need to be sure your personal social media (FB, Twitter, LinkedIn, Snapchat, Pinterest, etc.) reflect these social media guidelines. Even your personal emails can be a risk for our ministry.
10. **Don’t quit your day job** – remember, unless you are specifically tasked with social media work on behalf of the organization, you must attend to your assigned duties before taking time to participate on the Internet.

Not sure if you should talk about it? If that’s the case, you should remain silent or review it with a supervisor before posting. If you ignore these guidelines, a few things could happen:

1. You could get [Your Organization Name] in legal trouble.

2. You could cost the ministry congregation membership.
3. You could be fired.

The above consequences would be embarrassing to you and to [Your Organization Name]. Let's not be "that church". The good news is that these consequences are easily avoidable if you follow the guidelines above.