



SOCIAL MEDIA GUIDELINES DOCUMENT

Purpose of Guidelines

This Guidelines Document supplies parameters for all members of the WSJW Executive Staff, Administrative Staff, Bands, Circles, Units, Trainings, and Meetings ministries whenever social media tools are used, especially on behalf of **WSJW Department** or when **WSJW Department** becomes part of a social media dialogue. Be mindful that as members of these entities what you do and say reflects upon this Department and its leadership because at all times you represent this Department and its leadership.

Social Media Tips

- Be selective! There are a variety of digital platforms available. Use the right medium for the message. For example, do not use a Facebook post to communicate sensitive or confidential information.
- Be smart! A blog, community post, or social media post is often visible to the entire public and can/will be shared by others in numerous ways that cannot be controlled at any level. Be extremely wise with all content posted.
- Use grace! Always use Biblical wisdom when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offensive responses publicly and be prayerful before responding at all.
- Ask us! In areas where this Guidelines Document does not supply a direct answer for how members of our Department should answer social media questions, please check with, and receive approval from, the **WSJW Executive Marketing/PR Secretary** (Marketing@WSJWWomen.org) or the **Jurisdictional Supervisor** before speaking as a representative.

Use of social media regarding the WSJW Department

- All **WSJW Department's** policies and guidelines, including harassment, confidentiality, and software use, apply in the extensive use of social media.
- Treat everything you share like it is public.
- Use private groups where needed.



Washington State Jurisdiction Women's Department

- Be mindful of your audience.
- Post content that is relevant.
- Monitor social media accounts regularly.

Guidelines

- Social media postings should never show sensitive or confidential information.
- Please refrain from posting photos of individuals or naming those individuals on **WSJW Department's** social media pages without consent prior to posting.
- Copyright and Fair Use Laws must be respected. Feel free to point or link to another individual's site, not post, or blog about it like it is your own content.
- If any posted material concerning **WSJW Department** seems to be illegal, our leadership and the proper authorities should be contacted at once.
- When communicating with children/youth/teens via social media, team members must adhere to **WSJW Department's** children/youth/teen communication policy and guidelines. Additionally, those serving in the children/youth/teen ministries must always keep their professional image in mind. Online conduct, comments, behavior, affects this image. **WSJW Department** discourages accepting invitations to "friend" children/youth/teen group members within personal networking sites. Social contact outside the **WSJW Department's** children/youth/teen page may create serious risks for the ministry workers and negatively alter the dynamic between a children/youth/teen leader and a minor.
- As a leader in the **WSJW Department**, remember that your online presence and posts can have the potential to affect the ministry of the **WSJW Department**. For this reason, it is imperative that you conduct your online interactions in accordance with **WSJW Department's** Statement of Faith and with the Code of Conduct. If you have any questions in this area, the **WSJW Executive Marketing/PR Secretary** (Marketing@WSJWWomen.org) is available for clarity.
- Everyone is solely responsible for all content they publish online, including content from their own individual social media pages. It must be clear that all views/posts do not reflect **WSJW Department** but are reflective only of their own self (yet remembering that anything posted by a Department member represents and reflects upon this Department and its leadership).



- When in doubt, be positive! Whether someone has posted something mean, rude or distasteful, always take the high road.
- In case of a crisis, contact church leadership prior to responding to any posting or comments relating to the crisis.
- WSJW Leadership** suggests making a Private Facebook Group page. The Private Facebook Group page will be created by the Marketing Team in connection with the WSJW page.
- After a **WSJW** Unit, Band, Circle, etc. Private Facebook Group page is created by the Marketing team, always include the Supervisor, Executive Administrative Assistant, and the Executive Marketing Secretary. The Marketing Secretary must always remain as one of the administrators and only those within that WSJW ministry are to be invited or accepted into that private group. It is appropriate to choose your own administrator, moderator, and editor to the private group page within your ministry.

Public Relations Guidelines

- Our communications are not to be used for partisan political messages.
- WSJW Department** has an appointed Communications Team consisting of the Executive Administrative Assistant, Executive Secretary, and the Executive Marketing and PR Secretary to help with all external communication channels on behalf of the **WSJW Department**. If questions arise regarding this Guidelines Document, only the members of this Team are authorized to answer those questions. Only authorized members of this Team and the Supervisor (who may also designate another) may coordinate communications with members of the media on behalf of **WSJW Department**.
- Any external communication from the **WSJW Department** office about serious/unexpected incidents must be approved by the Communications Team and follow **WSJW Department's** guidelines.
- No pictures of our Supervisor are to be used on flyers unless approved by Executive Marketing Secretary for ANY use, including social media platforms. To request the appropriate official picture, contact Executive Marketing Secretary.
- Any other forms or letterhead, outside of those from the Executive Secretary, representing WSJW should not be used or circulated within any ministry unless permission has been received. If Executive Team, Directors or Ministry Leaders desire letterhead, please contact the Office of the WSJW Executive Secretary.



- Always use **WSJW Department's** official name and logo. These branding items must be approved by the Executive Marketing Secretary prior to use.

Where Does This Guidelines Document Apply?

- This Guidelines Document applies to all online and mobile platforms for sharing content and information, whether hosted by **WSJW Department** or hosted by others. "Social media" refers to social networking services, short-message services, message boards, wikis, podcasts, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this Guidelines Document applies to all new social media platforms, whether they are mentioned. All social media platforms are relevant and included.

This Guidelines Document has been approved by the Washington State Jurisdiction Prelate and the Washington State Jurisdiction Supervisor. This Guidelines Document is subject to review by the WSJW Communications Team and revision by the Supervisor as needed. Any revised Guidelines Documents void all previous Guidelines Documents and the contents of the most recent one supplies the parameters for all members of the WSJW Executive Staff, Administrative Staff, Bands, Circles, Units, Trainings, and Meetings ministries.

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