

# **POLICY ON SOCIAL MEDIA AT UNITED IN FAITH**

## **FACEBOOK**

MISSION STATEMENT - The purpose of our Facebook page "*United in Faith Lutheran Church*" (UIFLC), is to Share the Good News with ALL. It is a convenient tool to make ALL aware of what is happening with UiF and with our UiF Family. It is a place: to share our activities, accomplishments and dreams; to highlight activities that may interest viewers; and to engage visitors who view our posts. This endeavor will assist us in being God's Hands, Feet and *Voice in the World*.

### **INTERNAL POSTING GUIDELINES**

- No negative or demeaning posts
- No gossip and no triangulating
- No posts promoting products or services
- No posting images of minor children without their parent's/guardian's written EXPLICIT permission
- Pictures, links and hash tags must be relevant to the post
- Death/funeral posts must be approved by a family member
- Illness posts must be approved by the person or family member
- Posts deemed inappropriate will be removed

### **GUIDELINES FOR ADVERTISING EVENTS**

- UiF church-related activity
- ELCA or Metropolitan Chicago Synod (MCS)-related activity
- Activity supported or sponsored by a UiF Ministry
- Activity of a group that regularly uses our facilities

### **RULES FOR PARTICIPATION**

- We're here to celebrate God and each other. Let's be respectful and have fun. We have the right to remove posts that go against the spirit of these guidelines.
- Posts must adhere to the *Mission Statement, Internal Posting Guidelines* and *Guidelines For Advertising Events*.

## **TWITTER**

MISSION STATEMENT - The purpose of our Twitter page, “@UIFLutheran,” is to Share the Good News with ALL. It is a convenient tool to let ALL know that ALL ARE WELCOME at UiF. It is a place to praise the Lord, to highlight activities that may interest followers, and to engage visitors who view our tweets. This endeavor will assist us in being God's Hands, Feet and *Voice in the World*.

### **INTERNAL POSTING GUIDELINES**

- No negative or demeaning tweets—they should be positive
- No gossip and no triangulating
- No tweets promoting products or services
- No posting images of minor children without their parent's/guardian's written EXPLICIT permission
- Pictures, links and hash tags must be relevant to the tweet
- Tweets deemed inappropriate will be removed

### **GUIDELINES FOR ADVERTISING EVENTS**

- UiF church-related activity
- ELCA or Metropolitan Chicago Synod (MCS)-related activity
- Activity supported or sponsored by a UiF Ministry
- Activity of a group that regularly uses our facilities

### **RULES FOR PARTICIPATION**

- We're here to celebrate God and each other. Let's be respectful and have fun. We have the right to remove posts that go against the spirit of these guidelines.
- Posts must adhere to the *Mission Statement*, *Internal Posting Guidelines* and *Guidelines For Advertising Events*.

## WEBSITE

MISSION STATEMENT - The purpose of our website “*unitedinfaith.org*,” is to Share the Good News with ALL. It is a convenient tool to make ALL aware of what is happening with UiF. The website paints a picture of what UiF is all about and what it stands for. It is a place: to share our activities, accomplishments and dreams; to conveniently highlight activities that may interest viewers; and to provide a convenient place to document All of our ministries and their activities. This endeavor will assist us in being God's Hands, Feet and *Voice in the World*.

### INTERNAL POSTING GUIDELINES

- All postings submitted are reviewed by the webmaster before being posted
- Information submitted should be timely
- No posts promoting products or services
- Pictures, links and hash tags must be relevant to the post

### GUIDELINES FOR ADVERTISING EVENTS

- UiF church-related activity
- ELCA or Metropolitan Chicago Synod (MCS)-related activity
- Activity supported or sponsored by a UiF Ministry
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Attachment: Photo Use Agreement – Minor  
Photo Release Form - Adult  
Website Request Form

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