**Why do we have a Social Media Response Strategy?**

Social media is a place where people are used to giving their opinions, these need to be addressed appropriately, especially if the comment/action is inappropriate. A response strategy allows for consistency and helps to identify and address issues.

**Our social media community guidelines**

Our community guidelines have been created to encourage conversations that reflect our values. They apply to all content posted on the social media accounts run by the church of CHURCH NAME.

By engaging with the social media accounts run by the church of CHURCH NAME, users agree to:

* **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, ask a diocesan safeguarding adviser.
* **Be respectful.** Do not post or share content that is sexually explicit, inflammatory, hateful, abusive, threatening or otherwise disrespectful.
* **Be kind.** Treat others how you would wish to be treated and assume the best in people. If you have a criticism or critique to make, consider not just whether you would say it in person, but the tone you would use.
* **Be honest.** Don’t mislead people about who you are.
* **Take responsibility.** You are accountable for the things you do, say and write. Text and images shared can be public and permanent, even with privacy settings in place. If you’re not sure, don’t post it.
* **Be a good ambassador.** Personal and professional life can easily become blurred online so think before you post.
* **Disagree well.** Some conversations can be places of robust disagreement and it’s important we apply our values in the way we express them.
* **Credit others.** Acknowledge the work of others. Respect copyright and always credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering amplifying.
* **Follow the rules.** Abide by the terms and conditions of the various social media platforms themselves. If you see a comment that you believe breaks their policies, then please report it to the respective company.

***How will we respond to people who breach our social media community guidelines?***

This response strategy applies to all social media platforms listed on our social media Policy.

***This response strategy follows four principles:***

Take Action – Respond - Keep a Record – Review

***Identifying issues and our response***

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| --- | --- | --- |
| **Issue** | **Action** | **Follow Up Action** |
| Link to selling | Hide Post | N/A |
| Incoherent message |
| Off topic – post not of help |
| Persistent Spam Posts | Delete Post | N/A |
| Foul Language |
| Explicit Obscene Content |
| Bullying | If further contact is made, or if Admin feel a follow up is required, then the incumbent will private message the user as appropriate. |
| Negative Comments/Feedback | DO NOT DELETE  We are a church open to questions, people’s opinions, healthy debate | Respond in a way that says their comment has been acknowledged |
| Hard Questions | If answer unknown, send a holding response and refer to the incumbent. |
| Opinions on ministry style, activities e.g. bells, worship style | Respond in a positive way. Engage in conversation, value their opinion. |
| Call for help | Respond ASAP | Should be passed immediately to the incumbent or Pastoral team.  Automated response message to include the incumbent contact details. |

(When private messaging people, do this with love, give them grace and engage in conversation)

***Next Steps***

**Keep a Record:** Report any negative interactions via YOUR PREFFERED METHOD, including screenshots as appropriate.

**Review:** Report to PCC annually, or more frequently if needed.