

Canadian Baptists of Atlantic Canada

Social Media Policy

(Approved November 2013; revised November 2014, September 2017)

The following social media policy is broken down into three sections:

- **Terms of Use** – describe our expectations of people who engage us on social media.
- **Guidelines for Staff** – describe our expectations for staff, volunteers, board and committee members and how they engage and interact on social media.
- **Guidelines for interacting with Minors (under 18)** – describe how our staff, volunteers, etc., are to safely interact with those under 18. They can also be used as guidelines for churches.

This process began in the fall of 2012. The information here was compiled by Jody Linkletter (former CBAC Youth & Family), Garth Williams (CBAC Associate Executive Minister) & Andrew Myers (CBAC Communications Manager) in consultation with Dan O'Rourke (Social Media Consultant) and utilizing examples from several sources. If you have questions or comments, please direct them to our office by email: communications@baptist-atlantic.ca.

CBAC Social Media Terms of Use

The following Terms of Use (TOU) apply to everyone who engages with the Canadian Baptists of Atlantic Canada (CBAC) on any of our external websites, blogs or social media sites. The intent of these TOU is to help maintain a meaningful, constructive and transparent discussion on all CBAC websites, social media sites, and blogs. Your use of and/or registration on any of these sites will constitute your agreement to comply with these TOU.

Overview

The TOU are meant to set the boundaries for discussion and interaction on these sites. We want to know what you have to say. Our standard for word and deed is determined and defined by how we interpret the Bible and who we are as a faith community of Baptists in Atlantic Canada.

Here are a few things to keep in mind:

- Please be respectful of others – everyone has the right to express him or herself but don't make it personal or make defamatory statements.
- Please be honest – do not misrepresent yourself or provide content that is not truthful, or is inaccurate, or misleading.
- Please disagree respectfully. When disagreeing with others' opinions, keep it appropriate and polite.
- Please do not use profanity or Offensive language in any form (which includes online texting language that is Offensive).
- Please use common sense.
- Please treat others as if they were a guest in your home.

By posting here you agree that you will not post anything that:

- Is clearly off-topic or Offensive.
- Appears to be spam ("spam" as defined by the Government of Canada - <http://fightspam.gc.ca>)
- Is a blatant, unsolicited attempt to sell or promote goods or services.
- Infringes on copyrights or trademarks.
- Allows any other person or entity to use your identification for posting or viewing content.

The CBAC reserves the right to request that certain subjects are avoided, to withdraw certain posts, and remove inappropriate comments.

All discussions are monitored and moderated. If a comment is deemed to be inflammatory or otherwise Offensive, the inappropriate posts will be removed. Inappropriate communications

with anyone, especially people under the age of 18 and regardless of setting or familiarity, are strictly prohibited.

Definitions

- **Content:** means all information, data, text, music, photographs, images, videos, or any other materials whatsoever.
- **Offensive:** with reference to language, material, Content or any other kind of submission means obscene, hateful, indecent, sexist, defamatory, abusive, bullying, harassing, racist, or violent. It includes but not limited to ethnic slurs, religious intolerance, sexual orientation/identity or personal attacks.

Content Monitoring & Moderation

- Our goal is to provide a safe, constructive and positive experience for all users. We will do our best to monitor Content, posts and comments on our website, blogs, social media sites, etc. Because we are human and need to sleep from time to time, we cannot guarantee that any of our websites, blogs, social media sites, etc., will be constantly monitored. If you find something you believe violates this policy, please contact us immediately and tell us where you found it.
- Content on our website, blogs, social media sites, etc., may be moderated and subject to approval before posting is permitted (where the software allows for moderation tools). This may cause a delay in posting.
- Do not conceal, disguise or falsify your identity when commenting or posting. Doing so may result in comments, posts or Content being deleted or not posted. It may also result in being blocked or banned from future interaction on our websites, blogs, social media sites, etc.
- Any postings, comments or Content not in line with these TOU may be edited, deleted or reported to the authorities without prior approval at the sole discretion of the moderators. Moderators may close comments or discussion if it is deemed to be off-topic or no longer useful.
- While we may approve or allow comments or discussion that contain links to third party external websites, blogs or social media sites, we are not responsible for the content on these third party sites.

Privacy Protection

- Do everything you can to protect yourself, your user ID & password, your privacy and the privacy of others. We will not be responsible for any harm or liabilities related to unauthorized use or breach of this TOU, or any other acts through your use of our websites, blogs, social media sites, etc.

CBAC Sites

This TOU refers to current and future CBAC's websites, blogs, social media sites, etc. Below is a list of current sites (public and private):

- Website domains:
 - <http://baptist-atlantic.ca>
 - <http://crm.baptist-atlantic.ca>
 - <http://www.tidalimpact.ca>
 - <http://oasis.baptist-atlantic.ca>
 - <http://cbacyf.ca>
 - <http://yourcalling.ca>
 - <http://yourcallingiscalling.ca>
 - <http://atlanticbaptist.ca>
 - <http://springforth.baptist-atlantic.ca>
 - <http://tidalimpact.baptist-atlantic.ca>
 - <http://oneneighbourhood.wordpress.com>
 - <http://reshapeatlantic.ca>
 - <http://onecon.ca>
- Facebook:
 - Primary - <http://www.facebook.com/atlanticbaptist>
 - Youth & Family - <http://www.facebook.com/CABCyf>
 - CBAC Benefits - <http://www.facebook.com/groups/cabcbenefits/>
 - CBAC Ministry Wives (Refresh) - <http://www.facebook.com/groups/170429729681484/>
 - Atlantic Canadian Youth Leaders (closed group) - <http://www.facebook.com/groups/208514799228961/>
 - Atlantic Canadian Children's Ministry Leaders (closed group) - <http://www.facebook.com/groups/107840206000648/>
 - CBAC Church Planters - <https://www.facebook.com/groups/churchplantingCABC/>
 - CBAC Clergy Formation & Wellness (closed group) <https://www.facebook.com/groups/1375660149340019/>
 - Atlantic Baptist Refugee Sponsorship (closed group) <https://www.facebook.com/groups/cabcreefugeesponsorship/>
- Twitter:
 - @atlanticbaptist - <http://twitter.com/atlanticbaptist>
 - @cabcyf - <https://twitter.com/cabcyf>
 - @bythewell - https://twitter.com/By_The_Well (old; not used)

- LinkedIn - <http://www.linkedin.com/company/2498898>
- Youtube:
 - cabc1655 - <http://www.youtube.com/user/cabc1655>
 - cabcweb - <http://www.youtube.com/user/cabcweb>
 - The Well - <http://www.facebook.com/bythewellca>
- Vimeo - <https://vimeo.com/atlanticbaptist/>
- Instagram:
 - <https://www.instagram.com/atlanticbaptist>
 - https://www.instagram.com/cbac_yf

Credits in the development of this TOU:

- Nova Scotia Government Terms of Use – <http://gov.ns.ca/terms>
- Shell Social Media Terms of Use - <http://www.shell.com/global/aboutshell/social-media/terms-conditions.html>
- Policy Tool for Social Media – <http://policytool.net>

Guidelines for Social Media Use for CBAC Staff, Board/Committee Members and Volunteers

This policy, in addition to our Covenant of Christian Workers, Staff Handbook, Regulations Concerning the Ministry, Conflict of Interest and confidentiality policies apply in addition to this policy and includes all staff, volunteers, contract positions, board and committee members.

Because of social media's speed and limited characters for communication, typical writing conventions get lost and the tone is often more casual. Although this is not a problem and those using social media should be casual in this medium, they should not allow the casual tone to permeate the subject(s) that they are engaging about.

In order to accomplish this, here are some guidelines to follow:

- **Remain respectful and constructive:** social media users should keep the conversation from becoming personal or destructive.
- **Be honest about who you are:** in an age where honesty is desired but rarely found on the internet, social media users should not post anonymously or under a false identity.
- **Give appropriate recognition** to those whose information, images, data and opinion you use. Plagiarism is plagiarism whether in a thesis or on the Internet, authenticity and honest are not carried out when we pretend that someone else's work is our own.
- **Focus on fact not opinion:** sharing opinion instead of fact will blur the lines of the issues, content, and the CBAC's position. Focusing on the facts will avoid retractions. Be mindful when you use social media on personal time, opinion or content may still reflect on the CBAC.
- **Expressing your own opinion:** Make sure people know when you are expressing your own opinion. Use disclaimers when expressing that this is your opinion and not necessarily that of the CBAC.
- **Don't tell secrets:** Let others tell their story. Gossip is an integrity killer and people should have the right to tell their own story or not.
- **Don't publicly air disagreements** or conflicts with other CBAC staff or anyone else in the CBAC family on social media.

Who Speaks on Behalf of CBAC

For the benefit of consistent messages and content as well, when speaking on behalf of the CBAC, only CBAC staff who are administrators, or who have been given permission by the Communications Department/staff who are admins are permitted to post messages on behalf of the organization on CBAC owned websites, blogs or social media sites.

CBAC Social Media Policy: Interacting with Minors under 18

Websites, blogs and social media sites that are owned by CBAC that contain content applicable to CBAC Youth are intended to be a place for youth ministry networking, promoting CBAC Y&F programs, features and events, and engaging users in topics of related interest. Additionally they may be used to share critical information and news about CBAC or CBAC Y&F in the event of an emergency. The sites will be administered by the Communications Department of CABC in conjunction with CBAC Youth and Family Department. For a current list of social media sites and definitions, please refer to CBAC Social Media Terms of Use.

Photos & Video

During events that are hosted by the CBAC, staff/planning team members may be taking pictures, audio, and/or video that may be used as a record of the event and/or promotional material. By registering for and attending these events consent is automatically given to allow us to use this material for these purposes. Leaders, pastors or guardians are responsible to contact us at least one month prior to the event and inform us if an individual/a youth wish to be excluded from the videos or pictures. All attempts will be made to comply with requests but in the event that an error has been made, as soon as we are notified, content will be removed or corrected.

We will not be responsible for photos or videos taken by regular attendees (including youth and youth leaders) nor are we responsible for these photos or videos if they are posted on any other site that is not an official CBAC site (includes all social media).

Guidelines for CBAC Staff, Employees & Volunteers

All social networking sites have the potential to allow workers to communicate with young people on a one to one basis. However, we would strongly advise that all one to one communication using a social networking site is kept in the public eye to safeguard both young people and staff (including employees and volunteers).

Suggested best practices:

- When possible, always communicate publicly on social media (for example on Facebook use the wall function to post where others can see).
- The use of one on one instant chat and private messaging with youth under 18 is inadvisable as it could potentially leave a worker open to allegations.
- Where private messaging (including email) is needed to communicate with a youth, another adult or two should be included in the conversation and a record always kept.

- In the case of group messages (messages sent to multiple young people perhaps for an event) it is advisable that another adult is also copied into this message; alternatively make sure these messages are logged and not removed.
- In all communication with young people it is advisable to not use abbreviations (for example: “lol”) as these can often be misinterpreted by parents.
- It is the policy of the CBAC not to allow tagging of photos on CBAC social media sites.
- Staff and volunteers should not post photos of youth under 18 on their own personal social media sites.
- CBAC will seek to do what it can to minimize risk of youth under 18 who engage on their social media sites. CBAC assumes that parents / guardians are engaged with their youth regarding social media and are aware of their interactions.
- A reminder to youth pastors and youth leaders to encourage youth to use the strictest privacy settings on social media sites if they are engaging on CBAC social media sites.

If you have any questions or comments about these policy guidelines, please contact CBAC Y&F by Facebook, Twitter or email (cbac@baptist-atlantic.ca).

(adapted from “Social Media Policy: Facebook Guidelines for Ebenezer Missionary Baptist Church of Durham, NC” and “youthworkresource.com”; Additional Goals and Guidelines for CBOQ Youth)