Holy Trinity Church Social Media Policy

At Holy Trinity Church, we believe social media can be a powerful tool for connection, encouragement, and sharing the love of Jesus. This policy outlines how we use social media and how we expect our church family—staff, volunteers, and members—to engage online in ways that reflect our values.

Purpose

This policy is here to:

- Protect children, young people, and vulnerable adults
- Promote respectful and Christ-like communication
- Set clear expectations for those posting on behalf of the church
- Provide guidance for personal use of social media in relation to church life

Official Church Accounts

Our official accounts are used to:

- Share news, events, and services
- Post encouraging Bible verses and reflections
- Celebrate community life (with proper consent for photos)
- Connect with members and the wider public

Only authorised staff or volunteers may post to or manage official church social media platforms (e.g., Facebook, Instagram, YouTube, etc.).

Personal Use & Representation

We encourage all members to reflect Jesus in their online presence. If you mention the church on your personal social media:

- Be respectful and kind in tone and language
- Do not share confidential or sensitive information (e.g. prayer requests, pastoral care details)
- Avoid speaking on behalf of the church unless authorised
- Do not tag or name children in church-related posts without consent

Safeguarding & Privacy

Protecting our children, young people, and vulnerable adults online is a priority:

- Never post photos of children without appropriate consent (see our Photography Policy)
- Never post names or identifying details of vulnerable individuals
- Do not engage in private messaging with children or young people unless you are an authorised youth leader following safeguarding procedures

Online Conduct

We expect the same behaviour online as we do in person:

- Treat others with respect, even in disagreement
- Avoid gossip, divisive language, or content that may harm others
- Report any concerning or inappropriate activity to our Safeguarding Lead

Comment Moderation

The church reserves the right to remove comments or posts on its platforms that:

- Contain offensive, abusive, or discriminatory language
- Spread false information or spam
- Promote personal business or unrelated events

Security & Admin Access

- All church accounts should have strong passwords and two-factor authentication
- At least two trusted leaders must have access to every account
- Volunteers managing accounts should be trained and supported

Posting Guidelines

When posting on behalf of the church:

- Use uplifting and positive messaging
- Always double-check names, dates, and details before posting
- Never share copyrighted material without permission
- Credit photographers or content creators where appropriate

Need Help or Have Concerns?

If you have any questions about social media use, or see something concerning online, please contact:

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Safeguarding Lead
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