

Social Media Policy – Peace Lutheran Ministries

Peace Lutheran Ministries (PLM) seeks to bring glory to God and nurture and educate families in our community. Staff members are encouraged to use technology to support communication, instruction, collaboration, and learning in a Christ-honoring way. Social media should be used in a way that adds value to PLM's mission.

The social media principles and guidelines apply to staff members utilizing social media. Social media is defined as any website or medium that allows for communication that is made available to the general public. The following are examples and not intended to cover the range of current or future social media formats: texts, online publishing and discussion, blogs, wikis, file-sharing, user-generated video and audio, virtual worlds, and social networks. As long as you are an employee of PLM you are seen by the public as a part of PLM, even when you are not working. While you may view your actions in public, including online, as an extension of your personal life, others will associate you and the views you express with PLM. Jesus said, "You are the light of the world. A city on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven." *Matt. 5:14-16*

Social Media Principles and Guidelines

- In general, it is expected that staff members will apply the teaching in Ephesians 4:29 to any social media communication, "Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen."
- Staff may not speak on behalf of PLM unless they have been officially designated to do so.
- Confidential information about school staff, children or families must not be disclosed in any social media platform. Permission must be received before posting pictures or publishing a private conversation. Social media is not the appropriate place to communicate confidential matters.
- In order to contribute to the safety of staff members, children, parents, church members or other constituents, permission must be gained before they are cited, identified by name or referenced. Reference to PLM activities must not include an individual's personal information.
- When mentioning your work at PLM in any social media post ensure that the content reflects positively on the ministry of Peace.
- All staff must follow copyright laws, keeping in mind the laws vary depending on the type of content used. See CCLI and CVLI websites for more information.
- Consider what could happen if a post becomes widely known and how that might reflect on you personally and PLM. Privacy does not exist in the world of social media. Never post when you are compromised in any way, tired, angry, upset, etc.
- Refrain from posting inappropriate language, images, humor, etc. If you wonder whether something is appropriate or not... it probably isn't. Ask yourself "How would I feel about Jesus reading my post?" If you are unsure about the parameters of appropriate Christian behavior, consult with your supervisor.
- Review posts for accuracy both in content and grammatical or spelling errors.

- As a non-profit Christian ministry, PLM does not endorse candidates for elected office. Employees who engage in political activity cannot represent on behalf of PLM.
- As a general rule, employees should not be on personal social media while working, unless work related.
- Employees of PLM that use social media for their class/group/ministry, such as with a closed group accessible to parents, must have approval and accessibility of their supervisor.

Employees who do not comply with the policy may face disciplinary action. The disciplinary action may involve a verbal or written warning, suspension or termination of employment. Staff members who are found in violation of the law may also be personally liable.

5-11-16