



Social Media Policy for Bethel Church, Coventry

1. Purpose

The purpose of this Social Media Policy is to provide clear guidelines on the appropriate use of social media by Trustees, staff, volunteers, and representatives of Bethel Church. This policy aims to ensure that social media is used in a responsible, respectful, and professional manner, in a way that aligns with the values and mission of the Church. Social media can be a powerful tool for communication, but it must be used with care to protect the reputation of the Church and its members.

2. Scope

This policy applies to all Trustees, staff, volunteers, and anyone acting on behalf of Bethel Church when using social media platforms. It covers both personal and professional use of social media, as it relates to the church, and includes platforms such as Facebook, Twitter, Instagram, LinkedIn, blogs, and other similar online communication tools.

3. Principles

- **Respect and Dignity:** All social media communication should reflect the core values of Bethel Church, including respect for all individuals and the promotion of kindness, love, and understanding.
 - **Positive Representation:** Social media should be used to promote the mission and work of the church, sharing positive, uplifting content that aligns with the church's Christian values and supports its activities.
 - **Confidentiality and Privacy:** Ensure that personal, confidential, and sensitive information (such as personal details, prayer requests, or confidential church matters) is not shared without proper consent. Respect the privacy of individuals both online and offline.
 - **Honesty and Accuracy:** Ensure that any information shared on social media is accurate, clear, and truthful. Do not post misleading or incorrect information, and always verify facts before sharing.
 - **Avoiding Harm:** Refrain from engaging in any negative, harmful, or inappropriate behavior on social media. This includes avoiding discriminatory, offensive, or aggressive comments.
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Pastor: Joshua Kindness

Elders: Ian Grindell, Chris Page, Gordon Sprouse

Core Leaders: Liz Gray, Jane Rubacki, Derek Seedhouse, Karen Sprouse

Trustees: Ian Grindell, Chris Page, Joshua Kindness, Liz Gray, Jane Rubacki, Derek Seedhouse, Gordon Sprouse, Karen Sprouse

4. Guidelines for Using Social Media on Behalf of the Church

If you are posting on behalf of Bethel Church, for example, representing the church in a social media post or managing the church's social media accounts, you must follow these guidelines:

- **Branding:** Ensure that posts are in line with the church's mission, values, and brand. Always use official church logos, fonts, and language where appropriate.
 - **Content:** Share content that promotes the church's work, events, and initiatives. You may share Bible verses, inspirational messages, photos, and event updates. Always ensure that the content is appropriate and reflects the church's Christian ethos.
 - **Engagement:** Be responsive and engaging with followers while maintaining professionalism. Answer questions politely and respectfully, and monitor comments to ensure that the conversation remains respectful and on-topic.
 - **Accuracy:** Make sure the information you share is factually correct and current. Double-check facts, dates, and details before posting.
 - **Approval:** If in doubt, obtain approval from the appropriate person (e.g., the Church Leadership Team) before posting content that involves significant decisions or events related to the church.
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5. Personal Use of Social Media

While personal social media accounts are outside the church's direct control, there are still some guidelines for Trustees, staff, and volunteers to follow when posting content that could be associated with Bethel Church:

- **Separation of Personal and Professional:** Ensure there is a clear separation between personal and professional social media accounts. If you mention your role at the church on personal accounts, ensure your content reflects the values and ethos of the church.
 - **Respectful Conduct:** Even when using personal social media accounts, remember that your conduct may reflect on the church. Avoid posting anything that could be seen as harmful, offensive, or divisive. Refrain from making personal criticisms or controversial statements that could be interpreted as representing the church.
 - **No Conflict of Interest:** Avoid using social media to promote personal business interests, products, or services that could present a conflict of interest with your role within the church.
 - **Privacy:** Be mindful of privacy settings and ensure that posts regarding church matters, personal information of members, or any confidential issues are not shared publicly without proper consent.
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6. Privacy and Consent

- **Consent for Photos and Videos:** Always seek consent before posting photos, videos, or any other content that includes individuals. This includes individuals in the congregation, at events, or in any church-related activities. Respect requests for privacy and ensure any consent is documented where appropriate.
- **Children and Vulnerable Adults:** Extra care should be taken when sharing content involving children or vulnerable adults. Ensure that consent is obtained from a parent, guardian, or appropriate authority before posting any content that includes them.

- **Confidential Information:** Do not post sensitive or confidential information about the church, its members, or its activities without the express consent of those involved.
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7. Monitoring and Moderation

- **Monitoring Social Media:** The church will monitor its official social media accounts regularly to ensure content is in line with this policy. Any inappropriate or harmful content will be removed or addressed as necessary.
 - **Moderating Comments:** If managing social media accounts, moderate comments to ensure the conversation remains respectful and constructive. In cases of harassment, offensive comments, or abusive behaviour, the church reserves the right to block or report users.
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8. Disciplinary Action

Failure to adhere to this policy may result in disciplinary action. This may include a review of the individual's role within the church, or in severe cases, removal from their position. Disciplinary action will be determined by the Church Leadership Team, based on the nature of the violation.

9. Reporting Violations

If you witness any misuse of social media related to the church, such as inappropriate content, bullying, or misrepresentation, please report it to the Church Leadership Team at [\[email address\]](#) or [\[phone number\]](#). The church will investigate any reports in accordance with the appropriate procedures.

10. Review and Updates

This policy will be reviewed periodically by the Trustees to ensure it remains relevant and effective in promoting a safe and positive social media environment. Any updates or amendments will be communicated to all relevant parties.

11. Approval

This Social Media Policy was approved by the Board of Trustees of Bethel Church on 12.1.25 and is effective from that date.

This policy provides clear and practical guidelines to ensure that social media use aligns with the values and goals of Bethel Church, fostering a positive and respectful online presence. By adhering to this policy, everyone involved with the church can contribute to its mission and reputation in the digital world.