



Social Media Policy - All Saints Church Pasadena – updated 3/2020

This Social Media Policy (the “policy”) applies to all online or mobile-based tools for sharing content and discussing information, whether controlled by All Saints or hosted on other platforms (such as Facebook), on which members of the All Saints community engage in activities relating to All Saints Church Pasadena. The term “social media” refers to activities that integrate technology, telecommunications and social interaction through the use of words, images, video or audio tools. Examples include, but are not limited to, social websites, blogs, message boards, wikis, podcasts, image and video-sharing sites, live webcasting and real-time web communities.

General Guidelines

Be selective: There are a variety of digital media available. Use the right medium for your message – a blog or social network might not be the right place for messages intended only for a small group -- email or other means might be best.

Be responsible: Social media are individual interactions, not official parish communications. Members of the All Saints community are personally responsible for their posts and should use “I” statements so it is clear that opinions expressed are personal and not official. Official statements of parish policy may only be made by the Rector or his designee.

Be smart: A blog or community post is visible to the entire world. Remember that what you write will be public, and potentially for a long time. Be respectful to our community. A good rule of thumb might be to post nothing that you wouldn’t want your mother or a judge in a court of law to read.

Identify yourself: Authenticity and transparency are driving forces behind social media. Use real identities to the greatest extent possible rather than anonymous posts and comments.

Respect the privacy of others: Do not publish the personal information of others in the community without their permission or, in the case of minors, written permission of their parents.

Be respectful: All Saints is a thoughtful and prayerful community that encourages free expression and values civil debate. If you disagree with others, do so with civility. Respect your audience, express your views with appropriate language, and be respectful of the Church and its teachings.

Do not tell secrets: Respect the confidentiality of matters that are shared with you in confidence, or that are meant to be kept confidential by the nature of your work, ministry or volunteer mission.

Specific Policies

1. Use of Official Name and Logo. Any use of the All Saints Church Pasadena name or logo for branding or titling pages, blogs, or other similar elements of social media must be approved in writing prior to use. Requests for prior consent to use such names or logos should be made to the Director of Digital Communications. Any uses in existence at the time of adoption of this policy are not grandfathered and should be authorized pursuant to this policy. Permission to use the name or logo of the parish may be revoked at any time in the sole discretion of All Saints. This policy, however, should fully preserve free expression. It should not, for example, be interpreted to limit the ability of members of the All Saints community from using the name of All Saints to identify themselves in profiles, discuss matters relating to All Saints, or other similar uses.

2. Interpretation. In areas where this policy does not provide a direct answer for how members of our community should answer social-media questions, members should use their best judgment and take the most thoughtful and prudent action possible, bearing in mind All Saints' need to preserve accountability for the use of its name in all social media.

3. Duties of Moderators. Moderators of official All Saints social media are responsible for ensuring compliance with this policy statement. All comment and blog response areas must be moderated; all social media pages/groups/platforms must include a staff admin. Those responsible for such areas must monitor and review for posts or comments that do not meet our standards for civility, that misrepresent the position of the parish, that include profanity, defamatory language or speech that is otherwise inappropriate or off-topic and any commercial or fundraising posts. Anonymous comments should not be permitted. All moderation functions should reserve the right delete comments or posts in violation of the above – and to ban repeat offenders.

4. Individual Judgment. Even when engaging in social media for personal use, the post and comments of a member of the All Saints community may be viewed as a reflection on All Saints. Users should use their best judgment when engaging in social media activities and should be on guard against actions and discussions that could harm the interests of our community. Moderators reserve the right to remove posts or comments deemed in violation of the above.

5. Group Engagement. The following standards are expected for members of all social media groups affiliated with All Saints Church:

[a] Treat your fellow group members with the same respect with which you wish to be treated. (Luke 6:31)

[b] Posts or comments directed at another group member with words that are harmful, threatening or not in-line with our ethic of mutual respect will be removed at the discretion of the moderator.

[c] The moderator is entitled to deny entry to any member they choose. They are also empowered to remove members who do not comply with the norms established for respectful engagement outlined under the general guidelines above.

6. Transparency. Users' social media communications are made in their personal capacity and not on behalf of All Saints. Statements made by members of the All Saints community should not be taken as expressing the formal position of All Saints unless the speaker is specifically authorized to do so by the Rector or the Rector's designee.

7. Copyright Laws. Users must comply fully with copyright law when posting and uploading copyrighted materials. Any posting of materials to official All Saints social media must be limited to materials in which the copyright is owned by the party seeking to post the information. Images and other materials from the All Saints parish website shall not be copied and uploaded to other forums without the prior written consent of the Director of Communications. This policy should not be construed to limit discussion of matters using the All Saints name, and it should not be interpreted to limit users' ability to link to All Saints sites.

8. Privacy. All users of social media within the All Saints community should take care to safeguard the privacy interests of other community members. In particular, personally identifiable information (that is, information that can identify a particular person, including name, phone number, address or email address) should not be disclosed without the prior written consent of the person identified. In cases where a user has consented to the publication of such information, appropriate privacy settings and levels should be utilized. Users of social media must comply with the All Saints Privacy Policy.

9. Minors. Social media maintained by All Saints are not intended for the use of children under the age of 13. Any site operated by All Saints that is oriented toward youth between the ages of 13 and 18 must require registration for all users and must be password-protected so that only registered users may access the site. Registration for such a site must require the use of a legal name and valid contact information, such as an operational email address. Users of such a site may not post images of minors without the prior written consent of a parent or legal guardian of any minor depicted.

10. If You See Something, Say Something. Any use of social media that does not comply with this policy should be brought to the attention of the Communication Department communication@allsaintspas.org

11. Commercial/Promotional/Fundraising Posts: Moderators reserve the right to remove posts of commercial, promotional or fundraising nature – including promoting personal blogsites.

12. Partisan Political Posts: Moderators reserve the right to remove posts advocating for or against a partisan candidate.

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Questions and Updates. This policy was drafted by the All Saints Social Media Task Force in collaboration with the parish staff and approved by the Rector. Questions concerning the policy should be directed to the Director of Communications at kholeman@allsaints-pas.org. This policy may be updated and modified at any time. Users will be apprised of changes in this policy by our posting this policy on the All Saints website at www.allsaints-pas.org