

Social Media Policy

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Renewal due date	
Scope	<p>The Northampton Methodist District is committed to growing a flourishing, sustainable network of circuits of worshipping communities which are growing, evangelistic, justice-seeking, and inclusive in their outworking of the mission of God.</p> <p>As such, this policy covers the actions of District officers, employees of the District and those operating the social media accounts for the District, while acting on behalf of the District.</p>
Introduction	<p>The Northampton Methodist District recognises that many people make positive use of social media for ministry and mission purposes. Whether acting on behalf of a Methodist Church/Circuit/District, or in a personal capacity, we must be aware that damage can be done to our mission if the work we do is not safe and respectful. This policy aims to ensure that where we use social media we are, as in all other areas of our work, ensuring that safeguarding is central to the mission of the District.</p>
Purpose	<p>To contribute to the active mission of the District and to enable the social media presence, and online witness, of local Methodist Churches and Circuits, in order to make more disciples of Jesus Christ.</p>
Objectives	<ul style="list-style-type: none"> a) To maintain an active profile and presence on the main social media platforms. b) To promote the work of the Methodist Church in Britain and partner Methodist organisations (such as Christian Aid, Action for Children, and All We Can). c) To develop a new understanding of online church and safeguarding. d) To resource the Church with online tools to equip them for mission.

As a District Executive, we commit to the following:

1. It is essential that all our online and social media work is done according to the latest Methodist Church in Britain connexional guidance or policy.
2. We will use, and promote the use of, social media, alongside other media, for the sharing of good news, helpful resources and communications that encourage the mission of the District's Churches and Circuits.
3. Any communication made through digital and social media should:
 - * not bring the Methodist Church into disrepute
 - * not breach confidentiality nor copyright
 - * not do anything that could be considered discriminatory or offensive (or links to such content)
 - * not be abusive or threatening or sexualinappropriate in nature (or links to such content)
4. Responsibility for oversight of digital and social media communications and reputation management lies at the top level with the District Executive, with day-to-day management sitting with the Mission Team Leader and Digital Enabler.
5. Our guidance for the content of our social media will include:
 - a. We will keep within the core subject of the particular group, or the core mission of the Methodist Church.
 - b. There needs to be some kind of link to Churches, Circuits or the wider Connexion, if it is not directly linked with the work of the District itself.
 - c. Posts about activities or issues that are not specifically Christian are permissible if they help the work of the Methodist Church within this District.
 - d. Each person posting is accountable to the District for what they do, say or write on District social media.
 - e. Text and images shared can be public and permanent, even with privacy settings in place. As such, we expect contributors to show respect for all people. Where photos and videos are being shared publicly, ensure you have consent from the concerned parties. [Find a downloadable media release form here.](#)

Administration:

1. Where possible, platform permitting, there will be a minimum of three administrators for each District social media platform, with a member of the District Executive being one of these.
2. The administrators will reserve the right to delete posts.
3. Administrators for any District social media will be appointed by the District Executive and recruited according to safeguarding principles. Where possible, a member of the District Safeguarding Team will always be one of the administrators of each District social media platform, for safeguarding monitoring and advice.
4. The District office will keep passwords for the accounts.
5. This policy should be read in conjunction with the Northampton Methodist District safeguarding policy and with the latest Methodist Church in Britain guidance. 6. The District Mission Team holds the primary responsibility for posting on District social media

channels to maintain consistency in branding and scheduling.