

## **American Lutheran Church Operating Policies for Facebook**

American Lutheran Church (ALC) has a page on Facebook. This page is another tool in our communication plan to attract visitors and communicate information as well as to for interested parties to communicate with each other by post comments, web links, photos, etc.

This page is administered by the Director of Administration. The following are guidelines for content and use of the church's Facebook page:

- The page will promote activities occurring at ALC, activities in which ALC members are participating and community events sponsored by the church or church-related groups.
- Other content may include personal comments, photos, web links, etc. from the page administrator and from people who have "liked" the page, with content primarily related to the church, its members and activities.
- The page will include the church's logo, colors and other graphics consistent with our brand, as well as contact information for the church and a link to the church website.
- Postings will be frequently monitored by the administrator. Any inappropriate content, language, photos or other postings that do not comply with these guidelines or are not consistent with Lutheran beliefs will be removed.
- New content will be added by an authorized Facebook administrator several times weekly.

The tone of any text, audio or video should reflect ALC values and the values of this congregation, whether it is original content or a comment on content created by someone else. The content moderation policy posted on our Facebook page is as follows:

American Lutheran Church welcomes contributions to conversations on this page and content directly related to ALC and Lutheran theology. Wall posts, comments, photos and other content posted on this page should be relevant to these areas of interest, respectful of the people involved, and mindful of ALC's Mission and Vision.

ALC has the right to delete any inappropriate content from this page, including but not limited to: irrelevant content, redundant content, hateful content, malicious content, uncivil or disrespectful content, attacks or complaints against an individual, financial solicitations, endorsements of a political candidate or party, and content that violates Facebook's terms of use, code of conduct, or other policies.

Postings will be frequently monitored by the administrator. Any inappropriate content, language, photos or other postings that do not comply with these guidelines or are not consistent with Lutheran theology will be removed.

The page's administrators will be responsible for monitoring content and have full authority to create, delete and maintain the content, which:

- Is consistent with these guidelines.
- Is consistent with ALC principles.
- Avoids slander, libel, violations of copyright, profanity, off-color humor and advocacy of political candidates.
- Does not reveal private, personal information.
- Does not advertise commercial businesses.
- Presents information that is relevant and accurate.
- Concisely includes appropriate information for announcements and is clearly written.
- Is updated timely.

For pastors/staff, we will list names, office email addresses, and office phone numbers as necessary. No home phone numbers or home addresses are listed. It is important that people be able to contact the staff and that access is all through the office.

For adult members, we often list names when they are a contact person for some group or activity that we are featuring on the Facebook page. We do not list email addresses or phone numbers unless they have given permission. It is assumed that other members have the church directory or can call the office for phone numbers.

For youth and children, we do not list names, first or last. We also do not list addresses, email addresses or phone numbers. Photo captions do not include their names unless it is the reposting of a newsworthy item via the *Daily Courier* or other local news source.

When using photos of ALC events, attendees, or members — either directly on the Facebook homepage or in photo albums — we use the following guidelines:

- We try not to post anything that would be embarrassing, objectionable or hurtful to anyone in the photo. If we know someone is shy about such things, we ask them before posting the photo.
- We don't put names as captions with photos (except for pastors/staff or other members who have given expressed consent).
- We will gladly provide credit for who took a particular photo if desired by the photographer, and we would certainly honor any copyright wishes or restrictions.
- We will gladly remove any photo immediately upon request.

In any case, if you see a photo that includes you or your child and would like it removed from the page, we would be glad to do so. Notify the church office with the details.

Please be aware, that while we never post home addresses, there are a number of websites that provide white pages, or extensive listings of mailing addresses based on people's names.