ST MARGARET OF ANTIOCH CHURCH

St Margaret of Antioch Website and Social Media Policy

The purpose of this policy is to provide guidance about how we use our website and social media to engage with our members and the wider community.

The current policy deals with our Website and Facebook: This will be expanded to include other social media platforms (e.g. X, Instagram, etc.) should the PCC choose to use these as official communication channels.

We will adhere to the of the Social Media Community Guidelines published by the Church of England (Appendix 1).
https://www.churchofengland.org/terms-and-conditions/our-social-media-community-guidelines

Website

The St Margaret's (stmargaretsdurham.org.uk) website is an **open access** page that can viewed by anyone. It is the official website of the church and introduces the church to the world. It contains current information about the church, including

* Historical information about the church and local area
- Contact information, including:-
    - Enquiries about the Christian Faith
    - Enquiries on organising baptisms, confirmations, weddings and funerals
    - How to report concerns about safeguarding issues
- How the church is governed and the policies the PCC operates by
- Activities of the church such as:-
    - Details of services
    - Different groups that operate within the church
    - Organisations and groups that the church is connected with
    - News and announcements relevant to the parish
    - Christian content to inspire our members and the wider community

Only website administrators, appointed by the PCC, may post. Where there is any doubt about the appropriateness of material, the Church Wardens and/or Rector should be consulted in the first instance.

A communications group, appointed by the PCC will review all content on the website at least once a year.

Care will be taken to ensure that where people can be identified in photographs, permission has been sought from the relevant parties (e.g. the people themselves or parents of children) before publication.

We will respect copyright and will seek permission to publish material (text, images, audio and video files) before these are posted on the website.

St Margaret's Facebook Page (St Margaret's Church Durham)

The St Margaret's Facebook Page is an **open access** page that can viewed by anyone. It is the official profile of the church on Facebook.

Material posted on the page includes streaming of live services and information about forthcoming church events.

The primary purposes of the page are to:-

- Live-stream services from church and daily offices said at home by church members, to i) ensure that those in the congregation who cannot travel to church can participate in regular worship, and ii) to nurture wider public encounter with St Margaret's and foster attendance at church services
- Advertise events organised by the church
- Publish news and information relevant to the church community and parish.
- Provide updates from organisations connected with St Margaret's Durham. This includes the other churches in the benefice being St John's Neville's Cross and St Edmunds Bearpark; the Diocese of Durham; the Church of England; Durham Cathedral; and charities that we support
- Encourage our members and the wider community by providing inspirational Christian content.

Only Administrators, appointed by the PCC, may post. The current Administrators are Peter Smith and Sue Lyons. Where there is any doubt about the appropriateness of material, the Church Wardens and/or Rector should be consulted.

Comments are unmoderated: This means that anyone can post comments, though administrators are able to remove posts that are not appropriate for the page.

Appendix 1

Church of England Social Media Guidelines

Our community guidelines have been created to encourage conversations that reflect our values. They apply to all content posted on the national social media accounts run by the Church of England, the Archbishop of Canterbury and Archbishop of York.

Social media is a very public way of enabling us as Christians to live out our calling to share the good news of Jesus Christ. One of its many joys is that it is immediate, interactive, conversational and open-ended. This opportunity comes with a number of downsides if users do not apply the same common sense, kindness and sound judgement that we would use in a face-to-face encounter.

While written specifically for all users who engage with the Church of England's and Archbishops' national social media channels, these guidelines are built on universal principles. They are a resource for Christians, people of other faiths and people of no faith. Dioceses and local churches across the Church of England are welcome and encouraged to adopt them.

By engaging with the Church of England and Archbishops' social media accounts, you agree to:

- **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, ask a diocesan safeguarding adviser.
- **Be respectful.** Do not post or share content that is sexually explicit, inflammatory, hateful, abusive, threatening or otherwise disrespectful.
- **Be kind.** Treat others how you would wish to be treated and assume the best in people. If you have a criticism or critique to make, consider not just *whether* you would say it in person, but the tone you would use.
- **Be honest.** Don't mislead people about who you are.
- **Take responsibility.** You are accountable for the things you do, say and write. Text and images shared can be public and permanent, even with privacy settings in place. If you're not sure, don't post it.
- **Be a good ambassador**. Personal and professional life can easily become blurred online so think before you post.
- **Disagree well.** Some conversations can be places of robust disagreement and it's important we apply our values in the way we express them.
- **Credit others.** Acknowledge the work of others. Respect copyright and always credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering amplifying.
- **Follow the rules.** Abide by the terms and conditions of the various social media platforms themselves. If you see a comment that you believe breaks their policies, then please report it to the respective company.

https://www.churchofengland.org/terms-and-conditions/our-social-media-community-guideline