

Sample social media policy.

Sample wording only. This is not legal advice. Adapt it to your church's values, structure and child safety policy. Have your leadership review it before you adopt it.

SOCIAL MEDIA POLICY

Church name and logo here

- 1 Purpose.** Our social media exists to help make disciples of Jesus by welcoming our community, encouraging our church family and pointing people to Him. It supports, and never replaces, gathering in person.
- 2 Who manages it.** Our accounts are managed by the social media team, which reports to [STAFF LEAD]. The church owns every account. At least two staff members have admin access.
- 3 What we post.** Content that reflects our values: our people, our teaching, invitations, stories of what God is doing and the personality of our church.
- 4 What we don't post.** Political endorsements, private prayer requests without permission, children's names, security details, or anyone else's content as our own.
- 5 Approvals.** [STAFF LEAD] approves anything sensitive, urgent or about a crisis before it posts. Routine posts follow the monthly plan.
- 6 Comments and messages.** We reply kindly within one business day. Pastoral needs move offline. We follow our public comment policy.
- 7 Photos and privacy.** We follow our photo policy. Kids need written parent permission. We honor removal requests quickly.
- 8 Staff and volunteers.** Personal accounts represent the church. We don't speak for the church, argue in comments, or message minors privately.
- 9 Advertising.** Paid ads are approved by [STAFF LEAD], stay within the budget set each year and point to a clear next step.
- 10 Review.** We review this policy every year and update it as platforms and our church change.

APPROVED BY

TITLE

DATE

Comment policy and procedures.

PUBLIC COMMENT POLICY

Post in your About section or pin it

We love hearing from you! [CHURCH] uses social media to share what God is doing in our church family and to welcome our community. Please keep comments kind and respectful. We may hide or remove comments that include:

- Spam, scams or advertising
- Profanity or crude content
- Threats, harassment or hateful language
- Private information about anyone
- Impersonation or clearly false claims about people
- Repeated off-topic posts

We welcome honest questions and respectful disagreement, and we won't remove a comment just because it's critical. Repeated violations may lead to being blocked. For personal prayer requests or private needs, please call [PHONE] or use [PRIVATE FORM]. Messages here aren't a confidential counseling service.

BEHIND THE SCENES PROCEDURES

Immediate danger

Call emergency services first. Then tell [STAFF LEAD].

Self-harm

Respond with care, share local crisis resources and alert [PASTOR] right away.

Crises

Pause scheduled posts. [STAFF LEAD] approves one statement. Use the ready templates.

Departing team members

Roles, logins and devices come back the same day. Shared passwords change.

Suspected abuse or neglect

Follow our safeguarding policy and local reporting laws. Reporting duties may apply to you directly, not just to the pastor.

Preserve and protect

Save the messages, limit who can see them and never promise total confidentiality.

Minors

Staff and volunteers don't message minors privately. Use the church account and include another adult.

Removal requests

Take the post down everywhere within one business day and note it on our opt-out list.

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