

# ST JOHN'S NEVILLES CROSS



## St John's Neville's Cross 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. Twitter, 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 John's Neville's Cross [www.sjnx.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

- Contact information, including:-
  - Enquiries about the Christian Faith
  - Enquiries on organising baptisms, confirmations, weddings and funerals
  - The opportunity to sign up to mailing lists
  - 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.

The website is run and hosted by UKChurches Web Design. The Communications Group will review our annual subscription with UKChurches Web Design each year, and decide if we are to continue with them.

## **SJNX Facebook Page**

The St John's Church Neville's Cross 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 should focus on the life of St John's Neville's Cross.

The primary purposes of the page are to:-

- Advertise events organised by the church
- Publish news and information relevant to the church community and parish.
- Provide updates from organisations connected with St John's Neville's Cross. This includes the other churches in the benefice being St Margaret's Durham and St Edmunds Bearpark; the Diocese of Durham; the Church of England; Durham Cathedral; and charities that we support (including DASH, NEPACS, CMS, Durham Food Bank)
- Encourage our members and the wider community by providing inspirational Christian content.

Only 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.

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

The **St John's Nevilles Cross** Facebook Group is a **closed access** group that can viewed only by members allowed in by the moderators appointed by the PCC. The main purpose of this page is to facilitate communication among people who have a meaningful connection with the church, e.g. people who attend (or have attended) the church regularly.

Any member of the group can post on this page.

## **Zoom**

St John's Neville's Cross has a Zoom account which is used to facilitate online face to face meetings and gatherings, and to encourage interaction between people who are attending.

The primary purposes are:-

- To facilitate interactive services and worship
- To facilitate live streaming of services from church and of other events
- To enable groups to meet together for meetings and group activities that would otherwise happen in person

Permission to access the St John's Neville's Cross Zoom account and to host a meeting is given by the Rector and/or the Churchwardens.

Links for meetings are circulated as appropriate to those involved in group meetings; and for services and larger events, links are circulated to those on the regular circulation list for the church, and to those who specifically request the link.

Usual safeguarding practices apply to Zoom meetings as they are password protected and people attend by invitation of the host; and the host may exclude anyone who appears to have accessed the meeting without invitation or authority, or who is disruptive.

## **YouTube**

St John's Neville's Cross has an account with YouTube. It creates videos for use in worship services and other events and meetings, and some of these may be uploaded to YouTube. Permission to upload videos is given by the Rector and/or the Churchwardens.

The primary purposes are:-

- To provide something that can be accessed easily by church members at any time
- To be a means of outreach to other people who wish to connect with St John's online.

We will not use YouTube or our other social media accounts to generate revenue through advertising or other means

## **Instagram :**

Instagram is a popular social media platform that serves several primary purposes. As an integral part of our Social Media and Website policy, we recognise the significance of

Instagram as a means of communication and engagement. The primary purposes of Instagram are :-

- to connect, share, and discover visual content.
- to allow users to connect with friends, family, colleagues, and the wider community through the sharing of photos, videos, and stories.
- to provide an opportunity to showcase St. John's ,Nevilles Cross to a vast audience.

However, it is crucial to utilise Instagram responsibly and professionally in alignment with our values and guidelines. We encourage employees and authorised representatives to maintain a positive and respectful online presence, ensuring that any content shared on Instagram reflects our integrity and complies with applicable laws and regulations. Furthermore, safeguarding confidential information, both our own and that of our congregation and community is of utmost importance. Therefore, we advise refraining from sharing sensitive data on this public platform.

By adhering to these guidelines, we can harness the power of Instagram to enhance our online presence, foster meaningful connections, and promote SJNX in a responsible and ethical manner.

***Policy reviewed and approved by the PCC .....***

## **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>