



City Church Social Media Policy

ONLINE VOICE:

Keywords – Culturally engaged; encouraging; interested in people and their lives; accepting and respectful of all races, genders and Christian traditions

POSTING GUIDELINES:

- No posts should undermine the motto: Love the city to life.
- City Church’s social media presence will be an accurate reflection of the church environment, vision and values. In an effort to maintain authenticity and establish real connections with fans and followers, posts will not downplay weaknesses or overplay strengths.
- Posts will avoid using insider-only language, terminology and phrases that may be unknown to many without discounting a gospel-oriented focus.
- Posts will appeal to secular, educated professionals and artists. Filter things through the lens of what they will think. Ensure our words are lovingly and respectfully engaging them rather than reinforcing their stereotypes of evangelicals and shaping City Church into a Christian subculture.
- Posts will be careful to avoid words or tones that are critical of civic and political leaders and may identify City Church in any way with a political party, personality or socio-political cause. We will tenaciously guard City Church as an “apolitical” space that exists to promote the centrality of Christ—keeping the main thing the main thing—and avoid anything that may possibly detract from this.
- Avoid posts that are critical of other Christian traditions, striving to be generous of others who identify as Christians.
- Because we want people to discover the freedom of grace, we will avoid statements that motivate by guilt or shame. Anything that hints of legalism is to be avoided.
- Avoid gender stereotypes and use gender inclusive language wherever possible (humankind rather than mankind), and use feminine pronouns at least as frequently as masculine, particularly when referring to professionals and artists.
- Posts will embrace a multiracial and multicultural voice.

HASHTAGS:

Before choosing an event hashtag, check the current traffic within the selection on social media platforms, and confirm it is not already in use for another purpose.

AFILIATED PAGES:

Any church ministry seeking to create an individual social media presence must seek approval from the Lead Pastor or Executive Director before the creation of the accounts.

If additional social media pages obtain approval from church leadership, login and password information must be shared with City Church's social media manager in the event immediate access is needed.

NEGATIVE CONTENT:

If a social media user posts negative content to a church account, the Lead Pastor will be notified to write a response on behalf of City Church. As a church that takes questions of unbelief seriously, the response will not attack the commenter, but seek to humbly engage the user in discussion. Often, negative-commenters don't think they will get a response, and when they do, they usually delete their own comment.

- Don't delete the comment.
- Respond promptly.
- Be respectful.

CRISIS RESPONSE:

In the event of a church crisis, the Lead Pastor or Executive Director are the only authorized spokespersons on all social media accounts. They may direct others to post specific details, but all authorization begins with them.

STAFF GUIDELINES:

City Church staff members are encouraged to be active on personal social media accounts. This allows staff members to tangibly uphold the church's vision and values by engaging the city of Houston through public social media posts that are outward facing in all things while displaying transparent love and celebrating the arts as a recovery of beauty.

Since City Church is committed to maintaining a gospel atmosphere, personal social media accounts should not be used to disperse sensitive or confidential church information, and staff members should refrain from publicizing political affiliations or polarizing opinions about controversial topics.

POLICY REVIEW:

City Church's social media policy should be reviewed frequently to confirm the information is up-to-date, its online voice is still relevant and protocol is being followed or amended.