



Social Media Policy

St Mary Magdalene Parish Church with Sale West Community Church
Ashton-on-Mersey

Policy Date: October 2025

Review Date: October 2028

Revisions:

Date	Version	Information on changes
October 2025	v.1	New policy approved by PCC

Policy authored in January 2025 by UCAN. Based on CIPD template modified 26.10.23 (HR-Inform).

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SOCIAL MEDIA POLICY

Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen. And do not grieve the Holy Spirit of God, with whom you were sealed for the day of redemption. Get rid of all bitterness, rage and anger, brawling and slander, along with every form of malice. Be kind and compassionate to one another, forgiving each other, just as in Christ God forgave you. Ephesians 4: 39-32

The Church operates a social media policy to govern the use of this media within the Church. The policy covers profile pages and other resources maintained by employees on networking sites including, but not limited to, Facebook, X (formally known as Twitter), Instagram and LinkedIn, as well as blogs, forums, message boards, review sites and online polls.

Social media can be a distracting technology which may cause a negative effect on the productivity of employees working for the Church. However, it can also be an engaging platform that enables the Church to build new and deeper relationships with church members, those outside the church and the wider community. The appropriate use of social media represents a significant mission-field for the church.

This policy sets out how employees must behave when using the Church's social media platforms and governs how employees should refer to and promote the Church on their own personal accounts.

POLICY AIMS

The Church's social media use policy is applied in conjunction with the Church's internet policy. This policy applies to all employees, contractors and volunteers who use social media either for personal or professional reasons.

It is important that employees using social media in the workplace use it in a way which does not adversely affect the Church's reputation.

Social media can involve communication between job applicants and employees and is an avenue for the Church to promote and control their reputation. Social media may blur the boundaries between what is home and work. Access is often public, even amongst a limited group of connected accounts, and comments are often permanent.

Employees should be honest, respectful, gracious and loving when using social media. Everything posted on social media may be tracked back to the source so employees must ensure content posted on social media accounts, both in a work and personal capacity, fits with the Church's ethos, theology and vision.

TERMS OF USE

Social media usage for work purposes is controlled by the Head of Operations, who for the purpose of this policy will be referred to as the Social Media Manager. Approval will be granted by the Social Media Manager where use is required for your job role.

Social media usage for personal reasons does not need approval by the Church.

When using social media, either in a personal or work capacity, during or outside working hours, posts on social media must not:

- compromise the Church, disclose confidential data or disclose sensitive data
- must not damage the Church's reputation
- must not breach copyright or data protection
- contain libel or defamatory content
- must not engage in bullying or harassment
- be of illegal, sexual or offensive content
- interfere with your work commitments
- use the name of the Church to promote products, political opinions or a theological standpoint not held and endorsed by the church for publication.

Social media content attributable to you which breaches the terms of this policy, or the other related policies, may result in an investigation and disciplinary action under the Church's disciplinary policy.

Use of social media for work purposes should be approved by the Social Media Manager and should seek to further the purposes of the church in accordance with any communication strategy that exists.

SOCIAL MEDIA AND RECRUITMENT

Recruitment processes are increasingly utilising social media as a method of engaging job-seekers. Due to the increasing amount of content posted online, viewing candidate's social media profiles is a quick and effective way of checking details contained in a CV or getting an idea of the personality of the candidate.

The Church permits reviewing the social media profiles of candidates for recruitment purposes. This review must be carried out in accordance with the Church's policies and code of conduct. Before accessing a candidate's social media profile, permission must be sought from the person responsible for the recruitment. Permissions will only be given once the reasons for access and the benefits it will bring to the process, which cannot be found elsewhere, are discussed with the recruitment team. Once permission is given, the recruiter must make a copy of any information obtained and provide this to the recruitment team to be kept as evidence of the search. v.2 authored in January 2025 by UCAN. Based on CIPD template modified 26.10.23 (HR-Inform). Available for the use of subscribed CWN members. CWN is a HR support service provided by UCAN (Church number 10660800) and supported by Stewardship, Anthony Collins Solicitors and Keelys Solicitors

Accessing of the candidate's profile page may be disclosed to the candidate during the recruitment process. Where information is discovered that makes the candidate unsuitable for the position, the candidate will be notified, and they will be entitled to make representations about the information and their unsuitability.

PROFESSIONAL CONTACTS

Details of professional contacts obtained during the course of an employee's employment are considered confidential information and remain the property of the Church. Professional contact details includes the contacts records in computer software installed on an employee's computer as well as maintained in third party websites including social media.

Professional contacts may not be added to personal social media accounts during the course of your employment. If any are, these must be removed upon termination of an employee's employment.

Professional contacts may be added to corporate social media accounts. A separate record of professional contacts on social media should be maintained within the Church, updated as and when the contacts are added.

POLICY ENFORCEMENT

Using social media in a way which breaches this policy will result in such content being removed from church accounts and the employee's authorisation to use corporate social media accounts on behalf of the Church being suspended and removed. Such content may be damaging to the Church or employees and may lead to disciplinary action under the Church's disciplinary policy, which may be serious or gross misconduct.

The Church reserves the right to check the social media accounts of employees in accordance with the internet and monitoring policy.