

Social Media Guidelines For Church Leaders

It's exciting to see so many of our leaders communicating online! Facebook, Twitter, blogs, etc. are an incredible way to share your faith journey, get to know other ministry leaders, chronicle your life, and generally connect with people you wouldn't otherwise. As we work together to lead people to find new life in Christ, here are a few tips to keep in mind as you navigate the ins and outs of the online world:

You're Amongst Friends—Sometimes

As much as your blog, Twitter feed, Facebook page, etc. might feel like your cozy home on the Internet where friends stop by to catch up, it's really a public space. People can land on your page from a Google search and read just one post completely out of context. This content lives on forever, long after you've forgotten about it. So, think of your web space less like a family room and more like your front yard.

Spread News, Don't Break It

It's great when we can use our personal web spaces to share the great things God is doing at our church. But, it's not a good idea to get the news out there before the time or in a different place than we've strategically planned. Make sure what you post is ready for public consumption. If we've talked about it from the stage or online, you're safe.

Think And Pray First

A great rule is to take a few moments to really think about what you are going to post. Ask yourself these questions: Will this offend someone? Why am I posting this, is this for personal gain or acknowledgement (pride)? Could this cause division and distract from the mission of our church? Also consider this when you like someone's post or something that they have shared. It's a good idea to avoid politics and anything that can be considered racist. Remember, we are a church for all people. That means all races and all political and social views are welcome at our church. Let our focus be on Jesus and life-change.

Disclaimers Or Not, You Represent

Yes, a disclaimer is a good idea. But even with that, what you say in your tweets, on your blog, and on your Facebook page is just as much of a reflection of the church as what you do in your personal life. Never speak on behalf of the church from a personal platform.

When In Doubt, Go Positive

Whether you're responding to a snarky comment, frustrated with a vendor, or trying to decide if you should write about something that's bothering you, you'll never regret taking the high road. Sometimes that road is not saying anything at all. Remember, at our church, we see the best in people.

Ask Questions

If you aren't sure whether or not you should post something, feel free to ask someone above you—your coordinator, coach, or their assistants. If you aren't able to get in touch with someone, it would be better to err on the side of caution and don't post.