

Social and Digital Media Code of Conduct

Adopted by Queen Anne Lutheran Church on May 22, 2013

Social media has been defined in many ways. It includes electronic communications and online activities, such as text messages; email; wikis; and social networking like Facebook, Twitter, and the like; and posting comments, such as on blogs. Because of the blur between personal and professional communications, this Code of Conduct helps explain what is recommended and expected.

1. Remember all internet postings are permanent — able to be duplicated and may go viral.
2. Use your common sense. If you wonder whether or not to communicate or post, don't do it until you consult with **QALC** leadership.
3. For your protection and the protection of **QALC**, you are prohibited from using internal or external social media channels to discuss confidential items, legal matters, litigation, or the organization's financial performance. Confidential information includes anything labeled as such or information not available to the public. When asked by others to discuss any of these matters, you should relay that "Our social media policy only allows authorized individuals to discuss these types of matters. I can refer you to an authorized individual if you'd like to ask them," and then refer the question to the **APPROPRIATE TEAM OR INDIVIDUAL**.
4. Be open and honest about who you are when you communicate. **QALC** trusts and expects you to exercise personal responsibility whenever you use social media, which includes respecting the trust of those with whom you are engaging. However, these policies are not meant to interfere with your legal rights to bargain collectively or engage in concerted or protected activities.
5. Respect your privacy, your coworkers' privacy, and the organization's privacy by not providing personal or confidential information without permission. Also, employees/volunteers are prohibited from sharing anything via social media channels that could violate another employee/volunteer's right to personal privacy.
6. Only those officially designated may use social media to speak on behalf of the organization in an official capacity, though employees/volunteers may use social media to speak for themselves individually. If and when designated persons use social media to communicate on behalf of the organization, they should clearly identify themselves as an employee/volunteer.

7. If you are communicating with youth through any digital or social media, act as you would if you were communicating in person. Specifically, communicate with minors using transparency and in a group, or do not communicate at all. If it is necessary to send an individual message outside of a public area to a minor, copy another adult or a parent. Do not initiate a one-on-one relationship (such as friending from a personal profile) with a minor.
8. Do not violate copyright and fair use laws and do not plagiarize another's work. Obtain permission if you wish to use material created by someone else.
9. Do not use **QALC's** email address or social media channels for personal use.
10. Harassment, threats, intimidation, ethnic slurs, personal insults, pornography, obscenity, racial or religious intolerance, abuse, and any other form of behavior prohibited by law is also prohibited via social media channels. Do not engage in any such behavior and do not make or comment on any such behavior, comments, or remarks.
11. If you are not officially authorized to speak on behalf of **QALC**, use a disclaimer saying that what you communicate is your personal opinion and not that of the organization when you are engaging in conversation on **QALC's** social media channels. Two sample social media disclaimers include: (1) "I work for **QALC**, and this is my personal opinion."; and (2) "I am not an official spokesperson, but my personal opinion is" This requirement is not meant to interfere with your rights to bargain collectively or engage in concerted or protected activities but rather to ensure that others can easily distinguish the official position of the organization or the organization's leadership from those of our employees/volunteers.
12. Users should use their best judgment when engaging in social media activities and should be on guard against actions and discussions that could harm the interests of our community, faith, or other persons.
13. Before posting photographs of any person, obtain his/her permission.
14. If you see a violation of this Code of Conduct, report it to **PASTOR/PRINCIPAL/DIRECTOR/ADMINISTRATOR/OTHER** at **QALC**. If you have questions about the Code of Conduct, please contact **DESIGNATED PERSON**.
15. All of the **QALC's** other policies apply to the use of digital and social media. All communication by employees or volunteers should take into account the organization's values, reputation, and workplace policies.

16. Any violations of **QALC's** Code of Conduct may result in discipline and/or termination of employment or volunteer opportunities.

I have received a copy of **QALC's** Social and Digital Media Code of Conduct. I understand it is my responsibility to become familiar with and adhere to the information contained herein. I understand that these policies are the property of **QALC**.

Print Name

Signature

Date