

Minute**Distribution:**

(This is a new minute. There is no superseded minute).

Section:

Policy and Procedures

Sección:

Normas y Procedimientos

Subject:

Social Media and Digital Communications Policy

Tema:**-References-**

October 2019 (pp. 125-131)

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Si necesita ayuda con la interpretación del contenido de las minutas en español, favor de comunicarse con la jefatura de su comando.

Social Media and Digital Communications Policy**A. INTRODUCTION AND RATIONALE**

Social media is a powerful tool for sharing our lives, beliefs and values with the world. This policy will guide you as you communicate online in a way that enhances the mission of The Salvation Army.

As a Christ-centered, donor-supported organization that serves the public, it's important to have a policy that recognizes the potential impact our content has on those in the church, those outside the church, the donors who support our work, and the people who rely on us for their basic needs.

An important aspect of social media and digital communication is that it's social, not private. What we share does not necessarily remain in a closed circle of our trusted contacts. It is each person's responsibility to consider what they say and how it might be interpreted, regardless of the position or title they hold with The Salvation Army.

The Salvation Army message is compassionate, positive, humble and uplifting. Communications by The Salvation Army and anyone associated with The Salvation Army should be consistent with those values.

B. POLICIES FOR OFFICIAL USE

Official Salvation Army channels include any public-facing digital communication where content is managed by a designated representative of The Salvation Army. These channels must be guided by the following:

1. Any social media and digital communication funded by The Salvation Army is considered official.
2. All official Salvation Army channels must be approved by the Command Headquarters for corps and other ministry units. Command Headquarters accounts must be approved by the Territorial Headquarters. Each Territory is responsible to establish tracking methods.

3. Any pictures, videos, music and literature posted must have the appropriate releases or copyright permission on file.
4. Content may not contain protected or confidential information.
5. A minimum of two administrators must have access to each account necessary to maintain the channel.
6. All content must be compassionate, positive, humble and uplifting and consistent with The Salvation Army's core values and mission statement.
7. When possible, you must include the following statement:
"The views, comments, statements and opinions expressed on this Web site do not necessarily represent the official position of The Salvation Army."

You should also become familiar and comply with The Salvation Army's Policies & Procedures, including *'Use of Salvation Army Names and Marks, Social Media and Other Electronic Communication with Minors - Guidelines for Use* , and any other policies that may be published from time to time.

C. POLICIES FOR PERSONAL USE

1. Salvation Army staff members are free to create and maintain personal social media and digital communication accounts during non-work hours, using their privately-owned equipment.
2. Your contributions to social media and digital communications accounts are individual interactions and are not corporate communications. You are personally responsible for the content that you post online.
3. Remember that your content and your conduct reflect upon The Salvation Army. Avoid anything likely to injure or reflect unfavorably upon the integrity and purpose of The Salvation Army.
4. Any personal websites that identify you as a Salvation Army staff member *should not undermine* The Salvation Army's mission or brand.
5. If you are posting content about Salvation Army-related business on a personal social media or digital marketing account, make it clear you are only speaking for yourself and not on behalf of The Salvation Army.
6. Postings on social media that violate The Salvation Army's child and vulnerable adult safety policies (Protecting the Mission, Safe From Harm, KeepSAfe) will result in disciplinary action, up to and including termination.
7. Inappropriate postings that include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.
8. Always be fair and courteous to fellow employees, clients, partners, and donors.

D. POLICIES FOR PERSONAL USE (OFFICERS)

Officers of The Salvation Army are public figures and are granted a powerful platform. Just as what you say from the pulpit, information shared across social media and digital platforms has an enormous potential for impact. This has the ability to draw attention to important issues and rally individuals to a cause or to do harm and to create division.

1. Your contributions to social networks are individual interactions but, as an officer, your words can be interpreted as corporate communications.
2. Officer's content must be consistent with The Salvation Army's mission, positions, policies

- and brand values.
3. As in all areas of your ministry, the Officer's Covenant should be your guide throughout your social media and digital interactions.

Related National Minutes:

P&P #78N: Social Media and Other Electronic Communication with Minors - Guidelines for Use
Legal #4N: Use of Salvation Army Names and Marks

Issued by the Authority of
The Territorial Commander

Colonel Philip J. Maxwell
Chief Secretary