



## Toukley Presbyterian Church – Social Media Policy



Currently Toukley Presbyterian Church (TPC) has a **website** ([toukleypc.org.au](http://toukleypc.org.au)) and a **Facebook page** ([Toukley Presbyterian Church](#))

We are not currently using Twitter, Instagram or WhatsApp

Our Social Media policy can be summarized by **3 P's**.

### **PURPOSE**

- *To encourage and stay in contact with our Church Family and the Community.*
- *To be a Christian outreach to people who don't know Jesus and to encourage them to join us at TPC, by sharing the Gospel with them.*
- *To communicate the ministries of TPC.*
- *To communicate the work our Mission partners, do.*
- *To engage, encourage, enable and equip TPC members to grow into complete followers of our Lord Jesus Christ*

### **POLICY**

- *We will share only Christian values and principles.*
- *We will endeavour to show our Church family and the community the love of Jesus.*
- *We will respect and protect the privacy and security of our members.*
- *We will seek permission before sharing any photos on social media.*
- *We will ensure our social media platforms are safe; and not conversation channels; and ensure any conversations, debates or opinions are taken offline.*
- *Our Administrator<sup>1</sup> will respond to any comments or questions; and will delete any posts or comments which contain inappropriate or offensive language and opinions.*
- *Our Administrator will remove any controversial or offensive comments or posts.*
- *Our Administrator will block any users who do not conform to our social media policy.*
- *Our Administrator will regularly review and update social media settings to ensure the right controls are in place.*

### **PLAN**

- *Engage with people on a consistent basis (preferably daily) by supplementing the weekly sermons with thoughtful and encouraging posts.*
- *Ensure weekly sermons and children's talks, where possible, are loaded to social media.*
- *Promote all ministries, events and key moments at TPC.*
- *Regularly review our followers and their feedback to ensure that we are properly fulfilling our TPC Mission and Vision.*

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<sup>1</sup> Current administrators are: Lina Bester, Charles Street and Paul O'Rourke