

Virginia Synod Social Media Policy

For Employees, Volunteer Leaders, Rostered Leaders and Ministries Representing the Virginia Synod

We all seek to be Ambassadors for Christ and we should uphold that identity on and offline. Social media is a tool and like all tools, it can be beneficial or destructive, depending on the usage. You and your ministry should be passionate about communicating your faith and we encourage the individuals and groups connected to the Virginia Synod to use the internet in a manner than reflects our beliefs by abiding by the following guidelines:

Confidentiality

It's perfectly acceptable to talk about your work and have a dialog with the online community, but it's not okay to publish confidential information. Confidential information includes personal information about other individuals, personal contact information of others, details of candidacy meetings that have not been published, etc.

Identify Yourself

When posting online as an individual, always do so with transparency by using your real identity. Do not post anything anonymously, using pseudonyms or false screen names. What you publish will be around for a long time, so consider the content carefully.

Respect Copyright Laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Use of Synod Logo

The use of the Virginia Synod Logo is encouraged for congregations and ministries of the Virginia Synod. The official logo can be downloaded from vasynod.org. Please make sure that all branding guidelines are followed and that the logo is used correctly. The official logo is only to be used as a profile picture by official Virginia Synod social media profiles.

Do NOT Post

Your posts or comments on any official Virginia Synod social media or any profile connected to the Virginia Synod should NEVER include the following material:

- Pornographic material
- Anything that advocates illegal activity
- Material that infringes on copyright
- Phone numbers, email addresses or anything else for others that would violate their privacy
- Material that contains falsehoods
- Libel, incite, threaten or ad hominem attacks