

SOCIAL MEDIA POLICY

Governs

- Members
- Employees
- Public

Policy Functions

- Protects/guides members and employees—the Shaar’s online representatives
- Provides a guide to practices and the resolution of problems
- Bestows a sense of control

Policy Uses

- To increase awareness of our congregation and to share information about the services we provide.
- To increase congregational engagement and encourage new membership

Policy Practices

- Use the Shaar’s social media platform responsibly. Offensive or abusive language will not be tolerated.
- Use, as the best guideline, common sense and respect for the Shaar:
 - Tone and words should reflect the positive, inclusive atmosphere we have created together.
 - A member’s personal social media account is the appropriate place to share personal opinions, political views and interests.
 - Participants should refrain from posting on any Shaar Shalom’s social media platform on Shabbat or holidays.
- People who repeatedly violate Shaar Shalom’s social media policy will be blocked from future postings.



- Shaar Shalom should provide appropriate channels for private discussions of problems/issues.
- Shaar Shalom should welcome and engage discussion – not all negative comments are bad.

Posting Designates

- The Chair of the Communications Committee who sits on the Board
- In the absence of a Communications Committee,
 - One congregant with communications expertise takes the lead on curating content provided by members and staff.
 - One member of the Board works jointly with the communications expert and is responsible to ensure, before content is posted, that it abides by the Social Media Policy.

Dos and Don'ts

- Do post insightful and engaging content about Shaar Shalom.
- Do (with permission) post pictures and video that make members aware of the opportunities for fun and learning Shaar Shalom provides.
- Do (with permission) post pictures of children from behind so their faces are not identifiable. If you would like to post an identifiable picture of a child under 18, get permission from a parent first. Don't post names, locations, or any other personal information about them.
- Do let adults know whether you plan on posting photos or videos of them. Refrain from associating their photo with their full name or other personal information, and don't "tag" them unless given permission to do so.
- Do use a tone that reflects the positive, respectful and inclusive atmosphere we have created together at Shaar Shalom.
- Do post only what you would be comfortable discussing in public.

