



Hope Church Network Social Media Policy

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Statement

Hope Church Network aims to encourage staff and volunteers to communicate in a positive and nurturing way with each other and those that have contact with our community.

The policy operates using the biblical principles found in Proverbs 16:24 *“Gracious words are a honeycomb, sweet to the soul, and healing to the bones”*

Scope

This policy applies to all staff and volunteers of Hope Church Network.

Purpose of policy

This policy aims to set guidelines and rules on the use of Hope’s social media channels, establish clear expectations for the way members of the Hope community engage with each other online, and support Hope Church Network’s policies on data protection and safeguarding

This policy applies to the use of social media for both Hope Church Network and personal purposes, and applies regardless of whether the social media is accessed using Hope Church Network IT facilities and equipment, equipment belonging to members of staff and volunteers, or any other IT/Internet-enabled equipment.

All members of the Hope Community should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with Hope Church Network’s Equalities, Anti-bullying and harassment, Safeguarding, and ICT acceptable use policies.

Definition of social media

For the purposes of this document, ‘social media’ is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

Hope Church official social media channels

These are currently: Facebook, X.

These accounts are not in use. Staff or volunteers who have not been authorised by one of the Trustees to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you’d like to appear on our social media channel(s), please speak to the Trustees.

Staff responsible for our social media accounts will delete as soon as reasonably possible: Abusive, racist, sexist, homophobic or inflammatory comments; comments we consider to be spam; personal information, such as telephone numbers, address details, etc; posts that advertise commercial activity or ask for donations.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users. If users are repeatedly abusive or inappropriate, they will be blocked.

Personal use of social media by Hope Church employees

All staff and volunteers) should consider the needs of others in our community and the Safeguarding and other risks (reputational and financial) to the Hope Church Network when using social media channels, including when doing so in a personal capacity. Employees are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Employees will report any safeguarding issues they become aware of.

When using social media, employees must not:

- Use personal accounts to conduct Hope Church business
- Complain about the Church or anyone connected with its communication
- Reference or share information about other members of the Hope Church community without their consent
- Express personal views or opinions that could be interpreted as those of Hope Church Network.

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the disciplinary policy.

Related policies

- Anti-Bullying and Harassment Policy
- Equality, Diversity and Inclusion policy
- Disciplinary policy
- Grievance policy
- Complaints policy
- Whistleblowing Policy