



SEVENTH-DAY ADVENTIST CHURCH - KIZINGO

SOCIAL MEDIA POLICY DOCUMENT

PREAMBLE

This policy governs the publication of and commentary on social media by regular members of KIZINGO SDA CHURCH and its related Sabbath Schools ("Kizingo"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Whatsup and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail, internet and sms for the local church

Kizingo members are free to publish or comment via social media in accordance with this policy. Kizingo members are subject to this policy to the extent they identify themselves as Kizingo SDA members (other than as an incidental mention of place of membership in a personal blog on topics unrelated to Kizingo SDA).

Notwithstanding the previous rules and regulations, this policy applies to all uses of social media, including personal, by Kizingo members who are Departmental Heads, as their position with Kizingo SDA would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that Kizingo SDA members must otherwise follow.

Christ has called us to live a Spirit filled life, walk our Christian talk and use the freedom He has given us to serve one another in love.

Matthew 12:36-37(NIV): ³⁶ But I tell you that everyone will have to give account on the day of judgment for every empty word they have spoken. ³⁷ For by your words you will be acquitted, and by your words you will be condemned."

2 Timothy 2:14-16 (NIV): ¹⁴ Keep reminding God's people of these things. Warn them before God against quarreling about words; it is of no value, and only ruins those who listen. ¹⁵ Do your best to present yourself to God as one approved, a worker who does not need to be ashamed and who correctly handles the word of truth. ¹⁶ Avoid godless chatter, because those who indulge in it will become more and more ungodly.

1.CREATION OF A SOCIAL MEDIA GROUP

I)Qualification For A Social Media Group Identity Account

- a)The group must be for a local church departmental group or office of Kizingo SDA Church leadership for that particular physical year of the local church administration.
- b)The physical year shall be the local church administration of the nominated office i.e. a 12 month literal period or calendar year.
- c) An Account Group must at least have a minimal of 7 regular members of local church in good standing as guided by the church manual.
- d)A Social Media Group must give in writing its mission and objectives as stipulated in the rules and regulations of the church social media group.
- e)Vetted New Social Media Account Group Application Form should be obtained from the Communication Leader of that particular year of the local church to be filled which then will be presented for approval by the church board of the local administrative year.
- f)Vetted renewal social media account group should also fill a renewal application form obtained from the Communication Leader of that particular year of the local church which then will be presented for approval by the church board of the local administrative year.
- g)Social Media Group Account settings can be obtained from the local church communication leader of the prevailing year.
- h)Social media group identity, logon ID's and user name and password should be obtained from the local church communication leader of the prevailing year.
- i)The profile on Kizingo SDA social media sites must be consistent with your profile on the Kizingo SDA website or other Kizingo publications. Profile information must be obtained from the local church communication department leader.
- j)Official Kizingo SDA photographs must be used for your profile photograph. Kizingo SDA photographs can be obtained from the local church communication department leader.

II)Rules And Regulations

a)Accountable Officer:

The applying local departmental leader shall be the primary responsible person accountable to all postings done on that respective church social media group. The departmental leader can add his/her secretary or assistant leader as one of the administrator of the respective local social media group.

b)Overall Administrator/s

The local church communication leader, church clerk, head elder, pastor and respective departmental head in the prevailing year shall be the overall administrators in the local church social media groups and may appoint another **assistant administrator** not necessary a departmental leader in the group, considering gender sensitivity.

c)Local Church Social Media Group Membership:

Only register local church members or Sabbath Schools members in regular church standing as guided by the church manual shall be legible for membership registration application

Any member transferred from the local congregation as guided by the church manual cease to be a member of any of the local church social media group/s. The accountable officer in the respective group/s is responsible for informing the local church communication leader to retire such a member immediately.

d)Blog Postings:

All postings must be consistent with the mission and objectives of which the group was setup and in line with the local church mission.

e)Violations:

Where such postings on the church social media group are contrary to its mission and objectives either by a member or the primary responsible group leader, the local church communication leader shall then remove the member from the group after notification either in writing or sms.

f)Membership Reinstatement:

For any member who has been removed from the local church media group on ground of misconduct as stipulated in the mission and objectives of the group shall only be reinstated after a written application to the local communication church leader through its group leader or the former if the group leader is a victim.

The communication committee will then vet for reinstatement or advise the person otherwise and the decision of the local church administration shall be final as guided by the church manual. Otherwise any reinstatement of membership incoming transfer shall be as stipulated in C above.

g)Don't Tell Secrets:

Confidential information includes things such as unpublished details about our systems including offerings, details of current projects, financial information, and other classified information of the church.

We must respect the wishes of our local and corporate church regarding the confidentiality of current projects or any other missions of the church. We must also be mindful of the sensitivity of such information to the worldwide church image.

h)Protect your own privacy:

Privacy settings on social media platforms should be set to allow anyone to see profile information approved by the church administration. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that is contrary to the mission and objectives of the local church social media group.

i)Be Honest:

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you are a member of Kizingo SDA. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading.

If you have a vested interest in something you want to post restrain yourself from doing so, you can share your information or idea to your local church media group leader or church leadership outside the group social media forum. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

j)Respect copyright laws:

It is critical that every member in the local church social media group show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including Kizingo SDA' own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

k)Respect your audience:

The worldwide church and Kizingo SDA community, reflect a diverse set of SDA customs, values and points of view. Don't say anything contradictory or in conflict with Kizingo SDA. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics, religion, ethnic, race and etc.

Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of the local Kizingo SDA church and the worldwide Adventist church.

l)Protect Kizingo SDA partners and church members:

Kizingo SDA partners and members should not be cited or obviously referenced without their consent or approval. Never identify them by name without permission and never discuss confidential details of church engagement. It is acceptable to discuss general information of projects so long as the information provided does not violate any non-disclosure agreements that may be in place with the church. Your social media blog is not the place to "conduct business" with a member.

m)Controversial Issues

If you see misrepresentations made about Kizingo SDA in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Desist arguments over the local church social media groups. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates.

n)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 you choose to modify an earlier post, make it clear that you have done so. 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 negative impact.

o)Think About Consequences

For example, consider what might happen if a Kizingo SDA member is in a meeting with a non-member or prospective member, and someone on their side pulls out a print-out of your blog and says "This person at Kizingo SDA says that product sucks."

Saying "Product X needs to have an easier learning curve for the first-time user" is fine; saying "Product X sucks" is risky, unsubtle and amateurish.

Once again, it's all about judgment: using your blog to trash or embarrass Kizingo SDA, church members, or your co-workers, is dangerous and ill-advised.

p)Money or Offering Canvassing

Canvassing of money or offering using Kizingo SDA Church whether on social media platform or any other forum must be approved by the church board or the church administration which will then give guidance to which mpesa account number, bank account if not the church treasurer should the same be deposited in.

The disbursement of the fund shall follow the same treasury procedures currently applicable.

2.DISCLAIMER

Wherever practical, one must use a disclaimer saying that while you are Kizingo SDA member or Sabbath School Member, anything you publish or post is your personal opinion, and not necessarily the opinions of Kizingo SDA church or those of the Adventist worldwide church.

3.ENFORCEMENT

Policy violations will be subject to disciplinary action as stipulated in the rules and regulations of this policy document and or the church manual of which decision shall be final.

This document policy shall come into effect immediately the church board recommendation minute is voted by the church business meeting and shall remain in effect until rescinded by other church board minute recommendation voted by the church business meeting.

All other social media groups of Kizingo SDA church or those purporting to champion Kizingo SDA Church agenda, existing before this document policy came into effect shall immediately cease to exist and desist in the use of the church name and recruitment of members thereof, and its administrator/s shall be advised to dismantle the group failure to which shall be deemed as violation of this policy document we shall be subjected to a church board decision as stipulated in the church manual.

Voted By Church Board Minute No.:..... **Date:**.....

CHURCH STAMP:

SIGNED BY:

1.CHURCH COMMUNICATION LEADER:

Name:..... Signature:..... Date:.....

2.1ST CHURCH ELDER

Name:..... Signature:..... Date:.....

3.CHURCH PASTOR

Name:..... Signature:..... Date:.....