

Open Door Church Social Media Posting Policy

Purpose

The purpose of this Social Media Posting Policy is to provide clear guidance and standards for all content published on behalf of Open Door Church across digital platforms. Our social media presence exists to reflect the heart, mission, and values of our church by sharing content that is Christ-centered, encouraging, and engaging. This policy ensures consistency, accountability, and integrity in how we communicate with our congregation, community, and the public.

Authorized Posting

All content published to official Open Door Church social media accounts must be managed and posted exclusively by designated staff members within the Communications and Media Team. This ensures that messaging remains consistent, accurate, and aligned with the overall vision of the church. Volunteers or other staff members may contribute content ideas or materials, but final posting authority and discretion rest with the Communications and Media Team.

Tone and Content

All social media content should reflect a tone that is encouraging, welcoming, and rooted in truth. Content must be accurate, clearly communicated, and aligned with the values and beliefs of Open Door Church. Every post should aim to uplift, inform, or inspire while maintaining a level of professionalism that reflects the church's commitment to excellence in communication. Please reference our Brand Voice for more information.

Promotion Guidelines

When promoting events, ministries, or initiatives, content should prioritize quality and intentionality. All photos, videos, and graphics should be high-quality and visually aligned with the church's branding standards. Beyond simply providing information, posts should aim to inspire engagement and participation by clearly communicating the heart and purpose behind each event. Our goal is not only to inform our audience, but to help them see the value of the event.

Call to Action (CTA)

Every social media post should include a clear and consistent call to action that directs viewers to engage further with Open Door Church. Whenever appropriate, posts should guide users back to the church's primary website as the central hub for information, registration, and next steps. Consistency in CTAs helps create clarity and reinforces a unified digital experience.

Respectful Dialogue

All interactions on social media platforms should reflect Christ-like character. Open Door Church will not engage in arguments, hostile exchanges, or content that could be perceived as derogatory toward church members, staff, or the public. Responses to comments or messages should be handled with grace, respect, and discernment, prioritizing understanding at all times.

Crisis Management

In the event of a crisis, sensitive situation, or public matter requiring an official response, communication must be handled exclusively by authorized individuals such as a Pastor or Elder. No other staff or volunteers are permitted to issue statements or responses on behalf of the church. This ensures that all communication during critical moments is accurate, unified, and handled with appropriate care.

Reels and Video Content Standards

All short-form video content, including Reels, should be created with clarity and excellence in mind. Videos must be produced in a vertical 9:16 format and should not exceed 90 seconds in length. When capturing someone speaking, footage should be stable, well-framed, and not recorded in a casual “selfie-style” manner. Audio quality should be clear, with minimal background noise or distractions, ensuring that the message is easily understood and engaging to viewers.

Minors and Privacy

The protection and privacy of minors is a priority for Open Door Church. No minor should be featured in social media content with a visible name tag or any identifying information that could be considered sensitive. Additionally, any content featuring minors must receive prior approval from the Discipleship Pastor before being published. This ensures that all content involving children and students is handled responsibly and respectfully.

International Missions and Sensitive Information

To protect the safety and integrity of our global ministry efforts, no information, images, videos, or identifying details related to international missionaries or overseas workers may be shared on social media platforms. This includes names, locations, photos, or any content that could compromise their security or the effectiveness of their work. All communication regarding international missions should be handled with discretion and, when necessary, shared only through approved and secure channels.

