



# ROCKPOINTE CHURCH SOCIAL MEDIA GUIDELINES

“Social media” refers to any situation that allows you to interact with, communicate with, and express opinions with other individuals or organizations in an Internet, telephonic, video, or other media format. Even if your use of social media is strictly for personal use, many viewers may assume you are speaking on behalf of RockPointe Church.

All elders, officers, employees, or volunteers of RockPointe Church are expected to exhibit a committed Christian lifestyle in all areas of their daily life. This obligation includes your use of social media on a work-related and personal basis. The content of your social media page should be a reflection of Christian values and the religious beliefs of RockPointe Church.

When using social media either on behalf of RockPointe Church or personally, consider the following questions:

- **Are my social media interactions representing my belief in Jesus Christ?**
  - o “Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit,” Matthew 28:19
- **Am I seeking to honor others?**
  - o Always seek to extend sensitivity, concern, and confidentiality (even on social media) as a disciple of Christ.
  - o “Teacher, which is the great commandment in the Law?” And he said to him, “You shall love the Lord your God with all your heart and with all your soul and with all your mind. This is the great and first commandment. And a second is like it: You shall love your neighbor as yourself.” – Matthew 22:36-38
- **Am I comfortable with this information being shared?**
  - o Communications sent digitally are NEVER CONFIDENTIAL and can be shared/reposted. Always compose messages/content assuming they will be re-read and re-circulated. Even when “deleted,” a post or interaction can be found again and has likely already made an impact on others.
- **Am I using positive language?**
  - o Be mindful that speaking negatively and/or sarcasm can be misinterpreted or viewed as tearing down instead of building up...especially online.

- “Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things.” Philippians 4:8
- We are called to higher humor, humor that does not degrade others or include vulgar or demeaning content. If you are in doubt about whether or not you are using “higher humor,” ask yourself, “Would Jesus think this is funny?”
- **Am I exercising caution when engaging in polarizing views?**
  - Always ask yourself if your message can be taken as unloving toward your audience before posting. Avoid arguments or debates in the comment section or over direct message. Consider face-to-face interactions grounded in honor, love, and concern over online arguments.
- **Do I prayerfully consider the ramifications before posting/sending?**
  - Ask yourself, “How do I want this to end” before you post, react, or respond.
- **Do I use discretion with photos?**
  - Always look at photographs through the lens of someone who does NOT know you personally and try to determine what that photo tells them about you, your beliefs, and your lifestyle. Get in the practice of asking permission before you post photos of others and ask the same of others on your behalf.
  - RockPointe holds it in high importance that we protect those who are vulnerable. In line with this desire, we avoid posting photos of children and adults in bathing suits, other limited/private clothing, and in cabins/bedroom settings. Be cautious of posting photos of children and students wearing name tags, and if in doubt, ask permission to post a photo of another individual.

**A few additional thoughts/suggestions:**

- Follow RPC on socials!
  - FACEBOOK/INSTAGRAM/YOUTUBE: @rockpointechurchfm
  - Interact, comment, and repost regularly on RPC socials.
  - Tag RPC in your stories and posts relating to church events
  - If you’re interested in helping with RPC socials in your ministry, reach out to your ministry lead and Libbie Risberg, libbie.risberg@rpcstaff.org.