



## Social Media Guidelines

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### **Introduction:**

North Point Ministries, Inc. (NPMI), generally views creating or contributing to personal websites, blogs, social networks, message boards, virtual worlds, and other kinds of social media positively. We recognize the desire of many of our employees to participate in online community and encourage this form of networking and idea exchange.

As an employee of NPMI, you may be seen by our members, attendees, and outside parties as a representative of our organization. That means that while you may view your online presence as a personal project, many readers will associate you and the views you express with us. In light of that, we ask that you observe the guidelines outlined below.

Please keep in mind that these guidelines will continue to evolve as new social networking technologies emerge. Check back periodically to ensure that you are up-to-date. If you have questions, please contact Human Resources.

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### **Notify your supervisor:**

If you have a personal website or blog or are considering creating one, please discuss this with your supervisor. If you have any questions, feel free to contact Human Resources.

### **Include a disclaimer:**

Include this or a similar statement on your blog home page or in a prominent location on your social media site: *The posts on this site are my own personal opinions. They are not read or approved by North Point Ministries, Inc., before posting and do not necessarily represent the views and opinions of NPMI.*

### **Maintain confidentiality:**

Ask permission before reporting on conversations or meetings that are meant to be private or for internal use only. Do not disclose any information, pictures, or videos that are confidential or proprietary to NPMI. This includes information that will become public, but has not yet been announced or posted.



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## **Copyright:**

The current *North Point Ministries Copyright Guidance Manual* governs the use of any NPMI-copyrighted material on your site. Section III, [Granting Permission](#), specifically addresses how environment names, trademarks, and print and visual media may be used. These guidelines can be found on the North Point Leaders Staff page or in the Church Administration section of the Inside North Point website.

An overview of the guidelines is below, but please refer to the document for complete details:

All NPMI environment names, copyrights, and trademarks are the property of NPMI and should be used according to our guidelines.

You may embed or link NPMI-owned video, graphics, or other materials, including program or line-cut video from services or events, to your site if they have been posted publically by NPMI on ministry-owned websites or blogs. In all cases, NPMI should be credited for the materials and the credit should include © <year created> *North Point Ministries, Inc.*, and the speaker/author. Otherwise, NPMI-owned material should not be posted on your site.

You may use up to 250 words of NPMI print media (unedited and within your own commentary or with other quotes on a page) from any published NPMI work. NPMI should be credited for the material and the credit should include © <year created> *North Point Ministries, Inc.*, and the author.

Please do not post any content that is the property of another individual or company unless you have written permission or are sure that the use of the material is legally permitted. This is your responsibility; we cannot provide you with legal advice regarding copyrights.

## **Use good judgment:**

Remember that what you write is public. You should always assume that it will be read by your boss, your co-workers, church volunteers and attendees, other church leaders, your parents, your children, your spouse, and the attorney for the person who doesn't like you. Ask yourself if you are comfortable with all of these people reading what you plan to post.



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What you write is your responsibility and you are legally responsible for your comments.

Write as yourself. Use your real name. If you choose to identify yourself as an employee of NPMI or to discuss anything related to the organization, be clear about your role.

Be accurate in what you write and ensure that you have all the facts about your subject. If you make a mistake, admit it and be quick to correct it.

Be careful that what you write would not impair your ability to work with your staff team, lead your volunteer teams, speak with credibility to other churches, or represent us in the community. Remember that frustrations are best expressed in person. Sarcasm does not usually translate well, so be careful how you use humor.

Respect your audience. Be thoughtful. Don't refer to volunteers, attendees, or vendors by name without permission. Don't post pictures of others without permission. Don't use ethnic slurs, personal insults, obscenity, or engage in any conversation that would not be acceptable in our workplace.

Choose your topics wisely. There are some ideas that are best discussed in a personal conversation rather than a public forum. These might include political views and the church's stance or policy on certain topics. Don't allow your posts to hinder someone's spiritual growth.

Remember that what you write, even if retracted, is archived and can be with you longer than you might expect.

**Refer press inquiries:**

Your posts may generate media coverage. If a member of the media contacts you about an NPMI-related post or requests NPMI information of any kind, contact your Management Team member's office for direction on how to respond.

**Advertise wisely:**

Should you choose to advertise on your site, to the extent you have control, ensure that the ads are consistent with our values.



**Make use of the Employee Handbook:**

The Employee Handbook offers more detail about our Standards of Conduct. The Handbook is located on the North Point Leaders Staff page for your convenience. Contact Human Resources if you have any questions.