

Social Media Guidelines

**Introduction** Liberty 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 communities and we encourage this form of networking and idea exchange** as another way of **changing lives, communities and the world for Jesus Christ.**

As an employee of Liberty, **you are 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 not only with Liberty, but also with Jesus’ Kingdom work locally and around the world. In light of that, we ask that you observe the guidelines outlined below. **Remember that you are representing Liberty, Pastor Grant, but most importantly, the Lord.**

Please keep in mind that these guidelines will continue to evolve as new social networking sites develop. If you have questions, please contact our Digital Marketing Manager.

**First Steps**

**Notify Your Supervisor** If you have a **personal website, blog, or social media presence**, or are considering creating one, please discuss this with your supervisor. If you have any questions, feel free to contact our Digital Marketing Manager.

**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 Liberty.** This includes information that will become public, but has not yet been announced or posted.

**Disclaimer** Include this statement in a prominent place on your blog or social media profiles:

**The posts on this site are my own personal opinions. They are not read or approved by Liberty Live Church before posting, and do not necessarily represent the views and opinions of Liberty.**

**Social Media Guidelines**

**Copyright** The current *LLC Brand Style Guide 2023* governs the use of any Liberty branding material on your site. These guidelines can be found on the L Drive of the Liberty Network.

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

* When promoting programs or events, please use artwork and logos that have been approved by our Communications Team. **Please do not create your own graphics or logos.**
* To protect Liberty's reputation, it is vitally important to represent **our brand** through its logotypes and iconography with exacting consistency.
* Please also bear in mind the following web-specific points:
	+ Ensure all images are crisp and no pixilation has occurred when resizing
	+ Images used online must feature captions directly underneath the image, in order to ensure that the information is viewed on the same screen as the image itself
	+ As website screen resolution is less than a third of that of print, please ensure the details of images are still visible and easy to make out
	+ Some images will reproduce better than others on screen. When selecting imagery for use on the web, please consider the following suggested criteria:
		- simple composition with prominent figure(s) in foreground
		- high contrast levels
		- recognizable personalities
	+ Preferred file format for multimedia images is JPEG

If you need assets in another mode, format or resolution, please contact the Liberty Communications Department.

Please do not post any content (photos, logos, video, etc.) to promote something at Liberty, 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.

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

All theological posts must agree with Liberty’s doctrine and statement of beliefs.

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, lead your volunteer teams, speak with credibility to other churches, or represent Liberty 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.

**Abstain from posting about controversial topics.** These include, but are not limited to, **political views** and the church’s stance or policy on certain topics. **Don’t allow your posts to hinder someone from meeting Jesus.**

To protect the privacy of Liberty staff, don’t discuss vacation schedules or time away from the office. If you need help approaching this matter in a social setting, please contact the Marketing Director for guidance.

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

**Press Inquiries** Your posts may generate media coverage. **You are not authorized to speak directly to any member of the media.** If a member of the media contacts you about a Liberty related post or requests any information about Liberty, direct them to the Marketing Director.

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

**The Employee Handbook** The Employee Handbook offers more detail about our **Standards of Employee Conduct and Performance.** The Handbook is located on the L Drive of the Liberty Network. For more information, please contact the Chief Financial Officer.