



# St. Paul Lutheran Church

## Guidelines for

### USING FACEBOOK

- All invitations to St. Paul Lutheran events should originate on the St. Paul Lutheran Facebook or website page.
- If possible, try to have only a single post each day. It is fine to skip days; our goal is to not overload a single day, we want to respect people's timelines.
- Before you post, check the scheduled posts to make sure you are not doubling up or duplicating a post.
- If it is your week to post, check the website and the latest Refresh and ReNEWS to see if there are events that need to be highlighted that week. For these events, please use the same graphic so that we have consistency among the multiple channels we are using to keep folks up-to-date.
- We do not tag people unless they ask to be tagged.
- It would be nice to have a point person(s) so members know where to send a request for a post.
- Before sharing a member's post or photo, please get permission.
- If the church is holding an event, please create a Facebook Event. This has the advantage of being more visible to non-members.
- If you are attending a church event, please take pictures and upload the highlights following the event; try to post the same day if possible. Please upload to St. Paul Lutheran's Facebook page rather than sharing someone else's photos. Shared photos have the same security as the original poster used, so often, only that person's friends can see the posts.
- Facebook will have two Administrators on the account (Called Pastor of the Congregation and one officer of the council, currently this is the Church Council Secretary), with the remaining contributors being Editors.

Responsible Team	Communications
Guidelines Created	June 2018
Approved by Church Council	July 17, 2018
Revised	February 19, 2019