

BON AIR PRESBYTERIAN CHURCH SOCIAL MEDIA POLICY

PURPOSE

At Bon Air Presbyterian Church (BAPC), we value the way in which photography helps us flourish as a faith community. Photography also assists us be more inclusive, highlighting the work of those who serve in less visible roles. Further, it allows us to better reach out to our community, communicating our mission as a church via our website and social media. Finally, it provides important ways for us to bear testimony, both now and to future generations, to the work God is doing in our life together as a body of believers.

The following policies are designed to foster and encourage the gifts of photography that are outlined above. It is important to us that photography is used in ways that bring us together, communicate our mission, and highlight God's work amongst us.

A Note about Etiquette

The BAPC Digital Photography Policy sets forth guidelines for images commissioned and used by the church. It makes no attempt to regulate the personal use of cameras during our events. However, we ask that everyone be mindful of privacy concerns when taking images – moving or still – and/or posting them to social media websites. We affirm the value of photography and social media, and believe lives can be enriched by these technologies, but we encourage our community to be one of caring deference when concerns are raised. In addition to privacy, avoiding undue distraction is important, especially during worship. When appropriate, please be discreet when using cameras in and around the church.

Digital Photography Policy

Sharing photos and videos of persons and events at BAPC is a privilege for us, and we intend to respect and honor it. The church takes many pictures of worship services, concerts, mission trips, special presentations, Church School, fellowship activities and community outreach projects. We use these pictures on bulletin boards, in slide shows and PowerPoint presentations, in printed publications, and on our church web site and social media. Printed publications may include church newsletters, brochures, etc. Online sharing may include church website, Facebook page, Instagram, Twitter, Video/YouTube channel, etc.

Any adult may complete the Media Images Opt-Out Form if they do NOT wish digital images of themselves and/or minors under the age of 13 for whom they are legal guardians to be prominently featured by BAPC in church-produced materials.

The Media Images Opt-Out Form needs to include the name(s) of each individual or family member(s) wishing to opt out. The Media Image Opt-Out Form is available at the Welcome Desk, at the church office or on-line at www.bonairpc.org. Completed forms should be returned to the church office by emailing it to Office@bapc.org or mailing to Office Manager, Bon Air Presbyterian Church, 9201 W. Huguenot Road, North Chesterfield, VA 23235. Copies of completed Media Images Opt-Out Form will be provided to members of the Communications Ministry Team who have been designated as the editors-in-chief of our newsletter, church website and social media accounts.

Participation in church activities implies permission for publication of any media recorded, unless a Media Images Opt-Out Form has been submitted to the church office.

Media Use

The following items are intended to be guidelines for all church members and leaders when posting images of church events to social media.

General group or crowd photographs: BAPC reserves the right to take photographs, digital images or video/audio recordings at worship services or any other church-related activities in which individuals, including children under the age of 13, are not prominently featured and no identifying information is presented, and to use any of these photos in media such as, but not limited to, brochures and flyers, the church website, and social media, without seeking or requiring the consent of each person represented.

In addition to any event or gathering taking place on church property, church-related activities may also include gatherings at other locations such as meetings, parks, sporting events, mission sites, etc.

We will not knowingly post anything that would be embarrassing, objectionable or hurtful to anyone in a photo or video.

If copyright for a photo or video is held by someone other than BAPC, we will receive permission to post it and gladly provide credit if desired by the photographer.

Photographing minors: Under no circumstances will any identifying information (first or last name, family members, email addresses, school names, etc.) of anyone under 13 years of age be included in or associated with any photographs or videos displayed, posted or published in any way.

Parents or guardians who do not wish for their minor child's photo or video to be potentially posted online or otherwise displayed, regardless of the context, should

complete the Media Image Opt-Out Form as noted above. Please note that children under the age of 13 may still be included in general group or crowd photos without identifying information; however, you may always request that any photo be removed from display.

It is important to note that BAPC cannot be held responsible for digital images, photography and video/audio recordings taken by individual members of the church or visitors by families at Baptisms; youth group members taking pictures with their friends; or parents photographing their children during performances or special events. We can only encourage responsible practice.

Requesting removal of a photograph or video: Any individual who appears in a photo/video (or whose minor children appear in a photo/video) that has been posted online may request that it be removed for any reason by sending a written note or email to the church office. Please indicate the person or persons involved and the photo or video in question, and it will be promptly removed from the website or other display where it is found.

Notification of Use of Digital Media

BAPC will make a good faith effort to notify attendees at worship services, events or programs through all possible channels in advance that the activity will be photographed or video/audio recorded. We will communicate this through:

- Posting our Social Media Policy on our website.
- Sharing verbal announcements before special services and events.
- Posting written announcements in our weekly bulletin or event program.
- Posting notices on all registration forms for church events, activities, or programs.
- Moderating photos posted on our Website and Facebook page.

Policy for Posting to Church Social Media Accounts

1. Church website and social media accounts will be maintained and overseen by the Communications Ministry Team.
2. The Communications Ministry Team shall designate individuals with permission to post to church-maintained website and social media accounts. Those designated members shall act as the editor-in-chief of the church website and social media accounts. Any disputes arising from posts on the website and social media accounts shall be decided by the Session.
3. Those posting to church social media accounts and the website must adhere to the church's Digital Photography Policy as outlined above.

4. Good judgment shall be used by those approved to post on BAPC's website and social media accounts. The following guidelines should be considered:

- a. BAPC's website and social media will be used to post basic information, inform of upcoming and past events, share congregational moments, maintain history, share inspiration, and communicate generally with our congregation and interested public.
- b. Pictures, video clips, audio clips and text may appear on BAPC's website and social media from time to time.
- c. It is the intent of BAPC that all material posted, linked, or otherwise associated with BAPC will be consistent with the mission, purpose and values of BAPC.
- d. Information and conversations considered confidential or sensitive shall not be posted to BAPC's website and social media accounts.
- e. All copyrighted or trademarked material should be used according to legal guidelines.

5. For employees and those who hold leadership positions within the church, it is advised that you are generally seen by our members, attendees and outside persons as representatives of BAPC. This means that while you may view your social media use as a personal project, many readers will associate the views you express with the church. Therefore, we ask that you use good judgment when using social media.

Preschool Cooperation

Bon Air Presbyterian Preschool has their own social media policy that we fully support. All parents are required to sign an opt-in/opt-out form when enrolling in the preschool. To connect these two policies, the preschool director will notify the church by submitting a BAPC opt-out form for any family member selecting the opt-out option.

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**Media Image Opt-Out Form
Bon Air Presbyterian Church**

I object to the release or use of any media images or recordings that will be produced, used, or distributed by Bon Air Presbyterian Church containing those identified below. I understand that this opt-out does not cover large group photos where no identifying information is included*. I understand that I can ask for any individual photo to be taken down at any time.

Please put each person on a separate line. Please provide First and Last Name.

_____	_____
_____	_____
_____	_____

I acknowledge that I am 18 years of age or older and have read and understood the terms of this release and that I am the person or parent/legal guardian of all individuals listed above.

Print name: _____

Signature: _____

Date: _____

Return to the church office by email or mail.

Office@bapc.org

Bon Air Presbyterian Church – Office Manager
9201 W. Huguenot Road
North Chesterfield, VA 23235

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