

Ascension Church, Haywards Heath

Freely you have received, freely give. Matt 10:8

Social Media Policy

1. Purpose

This policy sets out how the PCC uses social media to communicate safely, respectfully, and responsibly.

2. Scope

This policy applies to all official PCC social media accounts and to anyone authorised to post on behalf of the PCC, including clergy, officers, employees, and volunteers.

3. Aims

The PCC will use social media to:

- Share news, events, and worship information.
- Support church mission and engagement.
- Communicate clearly and appropriately with the public.

4. Authorised users

Only people approved by the PCC may post on official accounts. Passwords should be held securely and changed when access changes.

5. Standards of use

Posts and comments must be:

- Respectful and accurate.
- In line with Christian values and the PCC's safeguarding responsibilities.
- Free from abusive, discriminatory, or defamatory content.
- Free from material that breaches confidentiality or privacy.

6. Safeguarding

The Ascension Church's Safeguarding Policy must be followed at all times. No one should use social media to develop private or inappropriate contact with children, young people, or vulnerable adults. Any safeguarding concern must be reported immediately in line with the PCC Safeguarding Policy.

7. Photos, video, and livestreaming

Images or video of identifiable people should only be used where appropriate consent has been obtained. Special care must be taken with children, vulnerable adults, and sensitive church events. The Ascension Church livestreams its services.

8. Comments and moderation

The PCC may remove comments that are offensive, irrelevant, misleading, or harmful. Users who repeatedly breach the rules may be blocked or reported where necessary.

9. Complaints and concerns

Concerns about social media content should be reported to the designated PCC contact or a church officer. Serious concerns, especially safeguarding issues, should be escalated immediately.

10. Privacy and data protection

Personal data must be handled in line with the PCC's privacy policy. Email addresses, phone numbers, and other personal details must not be shared without permission.

11. Personal accounts

Those posting on personal accounts must not use those accounts on behalf of the PCC. They should not give the impression that personal views are the views of the church.

12. Review

This policy will be reviewed annually, or sooner if needed because of a change in law, safeguarding guidance, online practice, or an incident.

Approved 16th June 2026