



05.02.01

SOCIAL MEDIA PROCEDURES FOR LCANZ CHURCHWIDE SITES

(Ref [Social Media Policy 05.02](#))

1. Posts on LCANZ Churchwide social media accounts are made for the purposes of
 - (a) building up the body of Christ and proclaiming the gospel to those outside the church, and
 - (b) sharing news, information and resources relevant to congregations, communities, families and individuals.
2. While allowance will be made for expression of diverse views within the church, all comments on LCA social media accounts must comply with the [LCA Social Media Policy](#) and with the [LCA Standards of Ethical Behaviour](#), which are based on Colossians 3:2-4: *Therefore, as God's chosen people, holy and dearly loved, clothe yourselves with compassion, kindness, humility, gentleness and patience. Bear with each other and forgive one another if any of you has a grievance against someone. Forgive as the Lord forgave you. And over all these virtues put on love, which binds them all together in perfect unity.*
3. LCANZ Churchwide social media accounts are not to be used for the purpose of discussion or debate of issues before the church or society unless express written exemption is made by a bishop or executive officer. The terms of reference for such an account will include the aims of the account, its expected tenure, how the account will be monitored (including staffing) and how administrators will manage the risks.
4. Only LCA Communications staff are permitted to make posts on the official LCA social media accounts (Facebook, Instagram, Twitter) and only authorised agency or department staff are permitted to make post on their respective accounts.
5. All staff authorised to make posts must be trained in matters relating to the LCA Social Media Policy, effective monitoring and management of social media accounts, including determining which posts are unacceptable, and how to respond in such circumstances.
6. Where applicable, the Comments capacity will be turned off posts that are deemed to present an unacceptable risk to the church. This relates particularly to the High Court of Australia judgement (Fairfax vs Voller, September 2021) by which owners of social media accounts are to be considered to be 'publishers' and thus potentially liable for prosecution for defamation or other illegal behaviour.
7. Authorised staff will hide or delete comments that do not comply with the aims of the accounts and/or are deemed to pose an unacceptable risk to the church. Precise procedures may vary from platform to platform but, as a general rule, two hidden or deleted comments per person will be allowed; after that, the person will be blocked or banned the platform. LCANZ Churchwide staff will not enter into any conversation or correspondence about hidden or deleted comments or about the reasons for banning people from Churchwide accounts.
8. Complaints by users of LCANZ Churchwide social media accounts should be directed in the first instance to the agency or department's manager.