

Social Media Policy – North Kirklees & Morley Methodist Circuit

Policy agreed by Circuit Meeting on: Wednesday 25th June

To be reviewed by: June 2026 Circuit Meeting

Signed: Rev Marian Olsen (*A signed copy is kept in the Circuit office*)

North Kirklees & Morley Methodist Circuit does not currently use any social media platforms. Anyone planning to set up such use in the name of the church must first seek approval from Circuit Meeting.

This policy includes any social media run by or for North Kirklees & Morley Methodist Circuit groups and projects, such as Circuit Youth.

(Taken from Social Media guidelines: <https://www.methodist.org.uk/for-churches/guidance-for-churches/digital-communication-guidance-for-churches/social-media/social-media-guidelines/>)

The use of social media in North Kirklees & Morley Methodist Circuit is based on the following:

- A healthy Christian community is a safe place of mutual care, where all people feel valued, loved and respected.
- This policy applies to all content and comments posted to North Kirklees & Morley Methodist Circuit social media channels.

We use social media to: extend our engagement with people inside and outside the church. This includes

- Sharing our stories
- Engaging in conversations 'where people are'
- Sharing, learning and encouraging
- Reaching those who cannot physically attend church
- Forming and deepening relationships locally and globally

Our Social Media includes, and the accounts are managed by:

(*Social media name: admin names*)

No-one should set up any form of social media in the name of the Circuit without the knowledge and agreement of Circuit Meeting

Safety:

- It is important that the safety of children, young people and vulnerable adults especially, must be maintained. We will follow [the Children and Youth social media and communications guidance for churches](#).
- Any safeguarding concerns should be referred to the appropriate safeguarding officer – Church, Circuit or District.
- We consider that it is good practice for there to be at least 2 people as admins on each site, and these should undertake DBS checks.
- We will not engage in heated/pointless arguments. A response such as '*I think we'll have to agree to disagree. Peace.*' may be appropriate.

Respect:

- We will not post or share content that is sexually explicit, inflammatory, hateful, abusive, threatening or otherwise disrespectful.
- We will consider the effect on others who may see what we post.
- We will remember that other Christians may sincerely hold opposite viewpoints, and not call their sincerity or faith into question.

Be transparent

- We will not mislead people about who we are, or use pseudonyms.

Be relevant

- We will not add comments to a social media post that are irrelevant to the topic. Engage in the conversation rather than broadcasting opinions.

Disagree with love

- We will consider carefully the tone of what we write. If personally attacked, we will not respond in kind. Being a Christian means that sometimes we must speak out and challenge injustice, but we will remember when we need to point out something we think is wrong, that there is a real, and possibly vulnerable, person at the receiving end of what we say.

Be careful when sharing content

- We will not share in haste.
- Before sharing content, we will read linked content thoroughly, or watch a video to the end

Maintain confidentiality

- If telling a story about someone else, we will first ask 'Is this my story to tell?', and not reveal personal details about others without their explicit permission.

Our responsibilities

- Our social media channels will feature a variety of information from across the Methodist Church, Connexional Team, Methodist communities and our Partner organisations.

We want our social media channels to be safe spaces and a place for healthy, open and insightful discussion, which is why we have a short set of house rules:

- All users must comply with the relevant social media platform's terms of use as well as our own terms of use
- We will remove, in whole or in part, posts that we feel are inappropriate, or discriminatory against any individual or group
- We will remove messages and/or disable comments (where function allows) including reporting and/or blocking users on our social media channels who post messages or leave comments which we believe are:
 - Abusive or obscene
 - Deceptive or misleading
 - In violation of any intellectual property rights, including copyright
 - In violation of any law or regulation
 - Spam and off-topic content, including persistent negative and/or abusive posts in which the aim appears to be to provoke a response
 - Promotional material, including links to external websites and promotions that are not relevant to the original post

Other useful resources: circulated by TMCP

On the 18th September 2023 the Charity Commission issued new guidance on the use of Social Media by charities: [Charities and social media - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/charities-and-social-media)

Additional resources to help improve social media knowledge & skills:

[Online media literacy resources - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/online-media-literacy-resources)

[Resource Hub | Media Trust](#)

Help in drafting a Social Media Policy:

[Checklist for developing a social media policy formatted.odt \(live.com\)](#)

[Social-media-policy-template.docx \(live.com\)](#)

Fundraising on Social Media:

[Code of Fundraising Practice | Fundraising Regulator](#)

[Charity fundraising: a guide to trustee duties \(CC20\) - GOV.UK \(www.gov.uk\)](#)

[Ethical fundraising, sustainable giving | Fundraising Regulator](#)

Staying safe on Social Media:

[Social media: protecting what you publish - NCSC.GOV.UK](#)

[Social Media: how to use it safely - NCSC.GOV.UK](#)

These resources are additional to the Digital Communication guidance published by the Methodist Church in Great Britain which includes Social Media amongst other useful information such as 'Getting Started Online' and 'Zoom for Churches':

[Digital communication guidance for churches \(methodist.org.uk\)](https://methodist.org.uk/digital-communication-guidance-for-churches)