

# Diocese of Durham

## Social Media Policy

### Community Guidelines

Our community guidelines have been created to encourage conversations that reflect our values. They apply to all content posted on the social media accounts run by the Diocese of Durham and our Bishops.

Social media is a great way to share the good news of Jesus with large numbers of people. It has huge advantages such as being conversational, open-ended and interactive. However, being a Christian online requires kindness and sound judgement to ensure we engage in a way which makes the digital world as welcoming as a face-to-face encounter.

By engaging with the Diocese of Durham's social media accounts, you agree to:

- **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, contact the Diocesan Safeguarding Adviser.
- **Be respectful.** Do not post content or share links which are sexually explicit, inflammatory, hateful, abusive, threatening, contain inappropriate language or content or could be seen as disrespectful or discriminative.
- **Be kind.** Treat others how you would wish to be treated and assume the best in people. Be welcoming and choose language which is accessible to all. If you have a criticism or critique to make, consider not just *whetheryou* would say it in person, but the tone you would use.
- **Be honest.** Don't mislead people about who you are. Ensure that what you post online is fair and factual. Question the source of any content you are considering sharing.
- **Take responsibility.** You are accountable for the things you write, post or share online. Always think before you post. Assume that everything you post is permanent and can be viewed by anyone across the world, even with privacy settings in place. If you're not sure, don't post it.
- **Be a good ambassador.** Personal and professional life can easily become blurred online so think before you post.
- **Disagree well.** We are all unique and that makes the world an interesting place, where disagreements can arise. Treat others with compassion whether they share our views or are speaking against them and think carefully about the way you engage. Some

conversations can be places of robust disagreement and it's important we apply our values in the way we express them.

- **Credit others.** Acknowledge the work of others. Respect copyright and always give credit where it is due but be careful not to release any confidential information.
- **Follow the rules.** Abide by the terms and conditions of the various social media platforms themselves. If you see a comment that you believe breaks their policies, then please report it to the respective company.

## **How will we respond to people who breach our social media community guidelines?**

The Diocese reserves the right to take action where we identify breaches of our social media community guidelines in order to protect other users. This may include:

- Hiding or deleting comments which breach the Community Guidelines;
- Blocking or banning users who repeatedly breach the Community Guidelines.

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Roderick Stuart, Director of Communications, Diocese of Durham