

UPC Social Media Mission Statement:

University Presbyterian Church utilizes social media to communicate with members of the congregation and the community regarding church programs, events, schedule changes, and special services. Social media is also used to promote events and programs via updates and images. The primary goal of our social media campaign is enhanced communication with members, visitors, and friends in the community about what's happening at UPC. Social media fits into our communication strategy as a supplement to our publications, Website, and other communications distributed to traditional media outlets.

UPC Social Media Policy:

University Presbyterian Church launched an official social media campaign in August, 2012. This campaign includes a Facebook page for members of the church and the community, a Facebook group for members of Presbyterian Youth Connection (group members must be approved by admin), and a Twitter account with information targeted toward church youth.

All UPC staff can access the UPC Facebook page to post content and images, can be made admins of the Facebook page upon request, and are encouraged to connect with UPC social media sites and to distribute information regarding the sites to their respective committees and other members of the church and the community. All admins have read and agree to follow the social media policy and guidelines.

Social media content shall include information regarding church programs, events, updates, schedule changes, and special services, as well as relevant information regarding events and other activities happening in the local community or in connection with PC (USA). This information can include links to UPC's Website, third party Websites, or relevant documents.

Images shall be included to enhance content on social media sites and to tell the story of events and programs happening at UPC. These images can include relevant clip art or logos and photographs taken by or submitted to members of the UPC staff. Photographs of people are limited to crowd shots where faces are not immediately recognizable or images of people where faces are recognizable only if those people have given written consent to publish photographs on UPC social media sites. Parents or guardians must provide written consent for children under 18 years of age. Photographs that do not include images of recognizable faces may be published without consent.

Posting content on UPC social media sites should always be done in a respectful manner. Any content posted by a member of the UPC staff should be representative of the church and its values. Protecting the privacy of the staff, members of the congregation, and others who are connected to the church is the responsibility of any staff who choose to post content on UPC social media sites. All staff and members of the congregation have a right, and are encouraged, to dispute any disagreeable content found on social media sites that are controlled by University Presbyterian Church.

The current UPC social media campaign and the current social media policy are subject to change. These changes may include policy updates to reflect the shifting development of new media, as well as modifications to the current social media sites available for members of the church and the community.