



# Student Ministry Social Media Policy

## **Purpose**

To create accountability for Student Ministry volunteers as representatives of Eagle Brook Church. To help volunteers understand the importance of how they represent not only Eagle Brook but more importantly, Jesus Christ to the students that they serve and lead.

## **What is social media?**

Social media are the means of interaction among people online in virtual communities. Although the “means” change frequently in today’s fast-paced technologically driven world, the most common social media communities are found on Facebook, Twitter, and Instagram. Younger generations have always found ways to interact and build community and relationships outside the previous generation’s norm, and the generation we currently lead primarily interacts through social media.

## **How to use social media?**

Simply Google search Twitter, Facebook, or Instagram and the instructions to sign up are quite simple. Twitter is primarily used for an exchange of ideas or conversation. Facebook is primarily used for pictures or conversation. Instagram is primarily used for pictures.

## **What is appropriate?**

Because we should want all of our life to be representative of Jesus Christ and Eagle Brook Church, there should be nothing to hide from young people. However, there are certain occasions, situations, or thoughts that may be perceived as inappropriate for young people to see. We are not going to give you a “line in the sand” viewpoint on what to post or what not to post. But we do ask that you consider before posting: Does this picture, thought, conversation, or comment represent Jesus Christ and Eagle Brook Church well?

## **Get Involved!**

Student Ministry has always been about building relationships with students on their own turf. Their turf is social media now! Therefore, get online. Get involved. Interact with them. Accept “friend requests” from students. Don’t hide. Live out your life well online. They need to see adults live out a fully-integrated life between their “online” and “offline” worlds.

## **Get permission**

Not everyone is comfortable with social media and it is important to respect their wishes on this. While we encourage people to post and interact this way with their students, please be aware of the media policy and their ability to “opt out” of photographs or filming in our Student Ministry environments. If there are special circumstances or specific requests to stay out of media postings, please make sure that an Eagle Brook staff is made aware and respect the student by adhering to their request.