

As an employee of Second Baptist Church, members and outside parties may see you as a representative of the church. Therefore, as in all areas of daily life, a church staff member's personal website or blog is considered a reflection on the church, whether or not the church is specifically discussed or referenced. Please bear in mind that, although you may view your site as a personal project, many readers will assume you are speaking on behalf of the church. Therefore, we ask that you observe the follow guidelines to preserve the Christian witness and effectiveness of both yourself and Second Baptist.

1. **Live the Foremost and Second Commandment** - Mark 12:28-31

- Represent God, not yourself.
- Make sure your communications are above reproach.

2. **Be Yourself and Be Transparent** – Philippians 2:3

- While as pastors and staff you may be authorized to act on behalf of our church in spiritual and pastoral matters, you are not authorized to operate as agents of the church or act on behalf of the church in issues pertaining to public/media relations, position statements, contractual agreements, legal engagements, etc.
- Be yourself, but include the following disclaimer on your blog or posts: ***"The opinions and views expressed on this site are my own and do not necessarily represent those of my employer, Second Baptist Church, Houston, TX."***

3. **Keep Your Cool** - Proverbs 29:11

When confronted with a difference of opinion, stay cool. Express your points in a clear, loving, and logical way. ***If you encounter disparaging remarks about the church, please let our Social Media Team know ASAP.*** They will gladly review it and determine if an official response is needed.

4. **Be Consistent in Your Message** – Proverbs 16:21

People will not connect with you if you are ministry expert one day (posting best practices in your area of ministry), a personal blogger the next, and a church marketer after that (promoting church events, media, or news).

5. **Stay Timely** – Proverbs 15:23

- Take the time to refresh content, respond to questions, update information regularly, and correct information when appropriate.
- As a reminder, any time and effort spent on your own personal blog or other social media should be done on your personal time and should not interfere with your job duties or work commitments.

6. **Uphold Second's Values & Its Brand** - 1 Corinthians 14:12

- Always demonstrate loyalty to the church and to each other.
- Be sensitive to linking to content. Redirecting to another site may imply an endorsement of its content.
- ***Do not post official SBC media, events or communications on your site without publishing it on Second.org.***
- Report any misuse of Second's trademark logo.
- Do not use the SBC logo on your site or blog and report any misuse of Second's trademark logo.

7. **Protect Confidential Information and Relationships** - Acts 20:28

Online conversations and postings are not private. Know that what you post online may be around for a long time and potentially shared with others. Therefore,

- Avoid identifying and discussing others, including church members, visitors, or staff. Do not share any pastoral details such as hospitalizations, deaths, health concerns, or counseling engagements.
- Obtain written permission before posting pictures of others or before posting copyrighted material.
- You must take proper care not to purposefully or inadvertently disclose or distribute any information or intellectual property that is confidential or proprietary to Second Baptist Church.

8. **Protect the Church** – Psalm 141:9

Because others may see you as a representative of the church, please do not jeopardize the church’s non-profit status by including or linking to politically related content.

**Press Inquiries:** Postings may generate media coverage. If a member of the media contacts you about a posting on your personal blog, social network, or on an official church blog, please contact Gary Moore’s office at 713-365-3497.

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Full Name (Signature)

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Date

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Full Name (Please Print)