

OPEN AIR CAMPAIGNERS INTERNATIONAL

OAC SOCIAL MEDIA POLICY DRAFT

1. THE PURPOSE

1. The same principles and guidelines that apply to OAC staff in general, apply to activities online. However, due to the nature of the Internet, more accountability is to be expected.
2. Social media was created to connect, help others, and have fun.
3. Social media is also a valuable resource to learn about OAC and to contribute to effective evangelism.
4. Social media is more than just Facebook and Twitter. It includes blogs, online networks, web sites and any other Internet-based tools for sharing and discussing information.

2. EXPECTATIONS

1. Be helpful and supportive, realizing that millions of others have access to this information.
2. Be respectful to our OAC staff, team members, coworkers, and even those from other ministries with whom we do not agree.
3. Each individual is responsible for what they post online, and are ambassadors for Christ and representatives of OAC.
4. Make it clear that the words and thoughts you write online are your own and may not necessarily represent the official position of OAC.
5. Speak in the first person (I not we) when referring to your ministry.
6. Each individual should choose for themselves if they will use social media, let's not assume everyone should do it – those who choose not to are not second-class.
7. You are legally liable for anything you write or present online.

3. BE RESPECTFUL AND KIND

1. You are encouraged to share your insights, express your opinion, and share information as appropriate, especially when it is helpful to others.
2. Try to add value to what others are doing and saying.
3. Please post knowledgeably, accurately, and use appropriate professionalism.
4. Be quick to correct your own mistakes and admit when you are wrong.
5. Do not use insults or downplay the ministries of others.
6. Do not engage in conduct that would not be acceptable behavior – let us be totally above reproach in our text and attitudes.
7. Be considerate of others' privacy and topics that could be considered personal, such as personal prayer requests, ministry struggles, etc.

8. Do not pick fights or challenge the ministry approach / effectiveness of other missionaries.

4. IDENTITY

1. Please be smart about protecting yourself and your privacy online.
2. Your online presence reflects OAC world-wide. Be aware that your actions captured via images, videos, posts, or comments directly reflect OAC.
3. Unless given permission by your director or team leader, you are not authorized to speak on behalf of OAC, nor to represent that you do so.
4. We discourage the use of posting online anonymously, using pseudonyms, or false screen names. We believe in honesty and appropriate transparency.
5. When appropriate, please direct others to the official website and social media accounts of the mission.

5. PROTECT CONFIDENTIAL & PROPRIETARY INFO

1. We believe in good communication between OAC staff, partners, team members, missionaries from other organizations and the general public.
2. Never reveal any confidential and/or proprietary information.
3. Never identify donors, fellow missionaries, family members or team members by name without permission.
4. Do not cite or reference donors, fellow missionaries, team members, or others without their approval. If you do make a reference, link back to the source if possible.
5. Always respect copyright and trademark laws, including logos.
6. Do not plagiarize others.
7. If you have any question on what has been released to the public, speak with your director or team leader. Do so before releasing information that could potentially harm yourself or OAC, our current or potential co-laborers, fellow staff or family members.