



THE CHURCH
OF ENGLAND

DIOCESE OF DURHAM

SOCIAL MEDIA GUIDANCE



In recent years, the digital world has changed dramatically and as technology develops so the digital landscape will continue to evolve.

Social media allows users to connect and communicate with other users around the world through the creation and sharing of content. Did you know that in 2021, Statista reported that more than 53 million people in the UK have a social media account? That accounts for nearly 80% of the UK population.

Social media is a great way for churches to engage with their existing congregations and reach new people, particularly young people, in their local communities. This can include: maintaining a profile on a social networking site such as Facebook, Twitter, TikTok or Instagram; writing a blog; broadcasting a video on YouTube or recruiting new members of your team via LinkedIn.

Social Media hint...

Want to reach more people?
Try sharing videos too
as most social networking sites
prioritise video over images.

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.

Safeguarding

Take the safeguarding of children, young people and adults seriously. The same rules apply as if you were face to face. If any safeguarding concerns arise on social media, please contact your Parish Safeguarding Officer and Diocesan Safeguarding Adviser.

Respect

Do not post content or share links which are sexually explicit, inflammatory, hateful, abusive, threatening, contain inappropriate language or could be seen as disrespectful or discriminative.

Kindness

Treat others how you would wish to be treated. 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. Be welcoming and choose language which is accessible to all.

Truth

Be honest about who you are. Ensure that what you post online is fair and factual. Question the source of any content you are considering sharing.

Credit

Acknowledge the work of others. Respect copyright and always give credit where it is due but be careful not to release any confidential information.

Social Media hint...

Keep it up to date! Posting at least once a week will keep your profiles and pages looking fresh and the church open.

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. Assume that everything you post can be traced back to you personally, your church and the Diocese. Use secure passwords and log off after using social media on any shared device to protect your privacy.

Consent

Always ask for consent before taking photos or videos of others. Collect written consent from a parent or carer on behalf of children or young people.



Differentiate

The boundary between your personal and professional life can easily become blurred online so use different social media accounts for your public ministry and your private life.

Inspiration

Remember we are called to be witnesses of our Christian faith and need to use social media in a way that reflects this.

Support

If you require any assistance, please do not hesitate to contact the Diocesan Communications Team:
communications@durham.anglican.org

"Social media has transformed the way we live our lives. As Christians, we are called to engage in a way which is shaped by the example of Jesus."

Archbishop Justin Welby



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