



Media and Electronic Communication Policy

Walsgrave Baptist Church (WBC) recognises its responsibility to safeguard its members; particularly its children, young people and adults at risk, which involves a wise and appropriate use of social media, published media, data handling and electronic communication.

1. Use of photographs

1.1 Permission

To comply with the Data Protection Act 1998, WBC will always ask for permission before using photographs of children, young people, or adults at risk on its printed publications, website, or social media sites. Parents or guardians will be asked to complete a consent form detailing the ways photographs, or videos may be used for the promotion or report of church activities. On receipt of this form WBC will ensure the use of any photographs or videos taken at church events are used only in the ways parents or guardians have given consent for.

WBC will always ask adults for a minimum of verbal permission to use photographs of them on its printed publications, website, or social media sites.

1.2 Personal details

WBC will not use personal details, contact details or full names of any child, young person or adult at risk in a photographic image or video, on its website, social media sites, or in printed publications.

WBC will always ask adults for permission before using any of their personal details, including testimonies, contact details or full names on its website, social media sites, or in printed publications.

1.3 Identification

If WBC uses photographs of individual children, young people, or adults at risk, it will not use the name of that individual in the accompanying text or photo caption. If a child, young person, or adult at risk is named in the text, the text will not be accompanied by a photograph of that individual. WBC may use group photographs or footage with very general labels, such as 'children's day' or 'youth festival'.

1.4 Appropriate use

WBC will only ever use images of individuals who are suitably dressed, to reduce the risk of those photos being used inappropriately.

The use of phone cameras by group leaders will only be used in line with the church's policy on photos and videos.

Group leaders will not retain images of children, young people or adults at risk on their personal mobile phones.

2. Social Media

2.1 Website

WBC's website will be used in an appropriate and professional manner in order to present details about the church and its activities. The website will be updated regularly by designated individuals who have a good understanding of WBC's policies on safeguarding.

2.2 Facebook and Twitter

WBC has a Facebook and a Twitter account. WBC has designated certain individuals to control the contents of these sites to ensure that only appropriate and helpful information is shared there.

WBC site administrators will ensure that any communication with children, youth or adults at risk online are done through WBC's official social media sites, and not through personal online accounts.

Group leaders must be aware that church members and particularly children, young people and adults at risk may search for their personal social media accounts, and therefore all contents on those sites must be appropriate for their position as a role-model in the church.

Any photographs uploaded to WBC's social media sites will comply to the guidelines stated in 1.1-1.4 above.

3. Electronic communication

3.1 Personal information

Parents, guardians and children, young people or adults at risk have the right to decide if group leaders can have personal email addresses and mobile phone numbers. Group leaders will not put pressure on these individuals to provide such information.

Group leaders will never share personal contact details given to them with third parties.

3.2 Direct contact

Group leaders will only use electronic forms of communication with children, young people or adults at risk when appropriate consent has been given to do so.

Only individuals as appointed by the church, who fulfil the church's safeguarding requirements, have permission to use electronic forms of communication to contact children, young people and adults at risk on behalf of the church.

Group leaders will not use electronic communication with children of primary school age.

Group leaders will only use electronic communication with children, young people or adults at risk between the hours of 8.00am and 10.00pm.

Contact by electronic communication will only be used by group leaders for information-giving purposes and not for general social conversations.

Group leaders will not share personal information, or respond to personal information given by a child, young person or adult at risk via electronic communication, other than that which is absolutely necessary and appropriate as part of their role.

Where appropriate, text will be copied to the parent or guardian of the child, young person or adult at risk, so that all communication is open and visible.

Group leaders will use clear language, without the use of abbreviations or text language in order to avoid any possible misinterpretation in their communications.

Emails sent by group leaders will include a church header and/or footer showing them to be official communications from a church team member.

Text conversations between group leaders and children, young people and adults at risk, where messages are sent back and forth between mobile phones, will be avoided where possible.

3.3 Crisis Management

If a child, young person or adult at risk uses electronic communication to make a group leader aware of a need or crisis situation, the group leader will save a text file of this conversation and keep a log of who communicated, when and who was involved. This information will be stored in a safe place and either be kept confidential, or shared with only those dealing with the situation where sharing of this information is absolutely necessary.