

SOCIAL MEDIA GUIDELINES FOR ALL STAFF, COMMITTEES, TEAMS, TASK FORCE OF NATIONAL CAPITAL PRESBYTERY

National Capital Presbytery uses Social Media as a “communication tool” to build presence, support our ministry programs and foster virtual dialogue. Currently, the platforms listed below are used as described:

Facebook - “*National Capital Presbytery and Friends*” is our tool for promoting virtual community. It is a form of networking that continues to grow. This is our space to share our opinions, disagreements, agreements, and stories. We also use this space to promote events and programs within NCP and the larger church community.

Twitter - “*#ncpfriends*” – we follow many of our partners in ministry and all are invited to “follow” **ncpfriends**. Twitter allows us to get and participate in up to date information on any given trendy topic as it relates to the church at large and society’s issues, and or calls for action.

Instagram - *#ncpandfriends* – we share pictures of events and places we have presence in our NCP community.

YouTube - “*National Capital Presbytery*” – NCP has several video series that highlight our mission presence. Here you can find our #MinuteInMission 90 sec video series, Mission Highlights Campaign videos and our Theology of the Call series. Subscribe to our YouTube channel, National Capital Presbytery to have a notice sent when new videos are loaded.

Therefore, we ask that all staff, committees, teams, taskforces or recognized groups under the umbrella of National Capital Presbytery use these guidelines for creating social media AND website presence:

1. Consultation with Dir. Of Communication is necessary to determine whether an additional social media presence is necessary, as NCP has established platforms.
2. Request permission from the Director of Communication prior to establishing social media presence on any of the platforms listed above.
 - a. Request should include, scope, purpose, and relationship to any NCP Mission
 - b. Name of Administrator
3. Director of Communication should be added as an Administrator for oversight purposes.
4. The platform used will be branded with NCP colors and logo.
5. Director of Communication in consultation with staff reserves the right to remove any content or presence not deemed appropriate per NCP policies.