

Online and Social Media

Standard Name:	Online and Social Media
Scope:	All Reliant Staff and Associates
Revision Date:	July 1, 2022
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Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear. Ephesians 4:29 (ESV)

At Reliant, we understand that social media can be a meaningful way to connect with others. The online environment is based on communications and relationships — rich soil for Gospel work and related ministry such as Ministry Team Development (MTD).

However, using social media also presents certain challenges and carries with it certain responsibilities. What we say and do reflects not only on ourselves but also on our families, partner churches and ministries, Reliant, and Jesus Christ. These guidelines are established to assist you in using good judgment and in making responsible decisions about your social media and other online activities.

This standard applies to all Reliant employees and associates.

Guidelines

In the rapidly expanding world of electronic communication, *social media* can mean many things. Due to the ever-changing nature of social media, these guidelines may be modified at any time and at Reliant's sole discretion.

For the purposes of the current version of these guidelines, *social media* includes all means of communicating or posting information or content of any sort on the Internet. This includes posting to your own or someone else's blog, journal or diary, personal website, social networking or affinity website, web bulletin board, or chat room, whether or not associated or affiliated with Reliant, as well as any other form of electronic communication.

The same principles and guidelines found within Reliant's various policies, standards, and the Code of Conduct apply to your online activities. Ultimately, you are solely responsible for what you communicate online; accordingly, before creating such content, consider the positive and negative consequences that may be involved.

Know and follow the rules

Carefully read these guidelines, Reliant's [Code of Conduct](#), the [Political Expression and Activity](#), and the [Workplace Harassment and Discrimination Policy](#) to ensure your communications are consistent with those policies. Inappropriate communications that include discriminatory remarks, harassment, threats of violence, and/or similar inappropriate or unlawful conduct will not be tolerated and will subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous to fellow employees, associates, and volunteers who work on behalf of Reliant and/or your partner church or ministry. Also, remember that you are more likely to resolve work-related complaints by speaking directly with your co-workers, leaders, or Reliant management than by communicating complaints through a social media outlet.

Avoid using statements, photographs, videos, or audio that reasonably could be viewed as malicious, obscene, threatening, defamatory, or intimidating, that disparage others, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law or Reliant policy.

Be honest and accurate

Make sure you are always honest and accurate when communicating information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information you know to be false about Reliant, your partner church or ministry, or any individuals employed by or volunteering on behalf of these organizations. Avoid posting rumors.

Express only your personal opinions. Never represent yourself as a spokesperson for Reliant or your partner church or ministry when not approved to do so. Do not try to speak for Reliant beyond what you are trained and/or asked to do (usually for MTD purposes), including, but not limited to, publicly committing Reliant to a theological position or political endorsement. If helpful and appropriate, include a disclaimer (e.g., "These views expressed here are my own, not those of Reliant or [your partner church or ministry]"); however, be aware that such a disclaimer does not exempt you from adherence to other guidelines listed herein.

Maintain privacy and confidentiality

Do not post confidential or private information about your partner church or ministry, individuals you work with or minister to, or any Reliant information that is not publicly available (which includes but is not limited to internal reports, policies, procedures, or other internal business or ministry-related confidential communications).

Media contacts

Employees and associates should never speak to the media on Reliant's behalf unless expressly requested by Reliant to do so; otherwise, all media inquiries should be directed to Reliant Management at communications@reliant.org.

For more information

If you have questions or need further guidance, please contact your Program Team Lead or hr@reliant.org.