

Hillsong Social Media Policy



Date: 5th July 2018

Updated: 22nd October 2020

Introduction

This Policy describes the rules governing use of social media at Hillsong. It applies to Employees and Volunteers (both herein referred to as the “Individual”), accessing social media services and social networking websites either through Hillsong IT systems or via their own personal equipment.

This policy sets out how the Individual must behave when using Hillsong’s social media accounts, and explains the rules about using personal social media accounts in relation or reference to Hillsong.

This policy should be read alongside other key policies, including but not limited to the Hillsong Communications Policy, the Hillsong Privacy Policy and the Staff and Volunteer Agreements.

It is important for the Individual to understand the potential consequences of misjudgement or misuse of social media on Hillsong’s reputation, and also the security and data protection issues that need to be considered.

Policy Scope

This policy applies to all Individuals who use social media for Hillsong or personal reasons. It applies no matter where that social media use takes place and is not limited to use at Hillsong events, services or activities.

Social media sites and services include (but are not limited to):

- Popular social networks like Twitter and Facebook
- Online review websites like Reevo and Trustpilot
- Sharing and discussion sites like Delicious and Reddit
- Photographic social networks like Flickr and Instagram
- Question and answer social networks like Quora and Yahoo Answers
- Professional social networks like LinkedIn and Sunzu.

Responsibilities

Everyone who operates a company social media account or who uses their personal social media accounts in relation or reference to Hillsong has some responsibility for implementing this policy.

General Social Media Guidelines

The Power of Social Media

Hillsong recognises that social media offers a platform to perform marketing, stay connected with the Hillsong community and build its profile online.

Basic Advice

Regardless of which social networks the Individual is using, or whether they are using Hillsong or personal accounts, we recommend the following:

- Know the social network. Individuals should spend time becoming familiar with the social network before contributing. It's important to read any FAQ's and understand what is and is not acceptable on a network before posting messages or updates.
- If unsure, don't post it. Individuals should err on the side of caution when posting to social networks. If an Individual feels an update or message might cause complaints or offence – or be otherwise unsuitable – they should not post it. Individuals should check with a Team or Department Leader for advice if they are unsure.
- Be thoughtful and polite. Adopt the same level of courtesy used when communicating via email.
- Look out for security threats. Individuals should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware (see below).
- Don't make commitments without checking. Social networks are very public, so don't make any statements on behalf of Hillsong without being certain of accuracy.
- Handle complex issues or discussions via other channels. Social networks are not a good place to resolve complaints or complicated questions, or to have detailed discussions. Such issues should be moved onto a more appropriate channel such as email or phone.
- Don't escalate things. Individuals should take time to think before responding to any contentious issues or comments, and hold back if in doubt.

Use of Hillsong Social Media Accounts

An individual may only use Hillsong social media accounts where explicit authorisation has been given.

New social media accounts in Hillsong's name must not be created unless approved in writing by the Head of Communications and added to the Hillsong Database of Social Media Accounts.

Hillsong social media accounts may only be used in ways that are beneficial to, and support, the overall objectives of Hillsong. They must not be used to share or spread inappropriate content, or to take part in any activities that could bring Hillsong into disrepute.

Hillsong social media accounts may not be used to promote any third party product, service, account or other, without the prior approval of Adam Spies.

Use of Personal Social Media Accounts

Hillsong is happy for Individuals to use their personal social media accounts in the course of volunteering or working, where the use is for Hillsong-related purposes. Individuals should ensure it is clear that personal social media accounts do not represent Hillsong's views or opinions, by including a disclaimer such as 'The views expressed are my own and do not reflect the views of Hillsong.'

Staff have an increased responsibility to use social media in a way that supports the overall objectives of Hillsong.

Safe, Responsible Social Media Use

No individual may, at any time:

- Create or transmit material that might be defamatory or incur liability for Hillsong;

- Post messages, status updates or links to material or content that is inappropriate or contains personal information about another person;
- Post, upload, link to, forward or otherwise use any image, recording or other material, of any child under the age of 16 without signed Parental Consent in the form of the Hillsong Photography Consent Deed for Under 16's;
- Use social media for any illegal or criminal activities;
- Send offensive or harassing material to others via social media;
- Broadcast unsolicited views on social, political or other matters unrelated to Hillsong;
- Send or post messages or material that could damage Hillsong's image or reputation;
- Discuss any person or business without their consent;
- Post, upload, forward or link to spam, junk email or chain emails and messages.

Copyright

Hillsong respects and operates within copyright laws. Individuals may not use social media to:

- Publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party. If individuals wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it.
- Share links to illegal copies of music, films, games or other software.

Security and Data Protection

Employees should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality

Users must not:

- Share or link to any content or information owned by Hillsong that could be considered confidential or commercially sensitive;
- Share or link to any content or information owned by another company or person that could be considered confidential or commercially sensitive;
- Share, link to, use or store data in any way that could breach the **Hillsong Privacy Policy (hillsong.com/privacy)**.

Protect social accounts

- Hillsong social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised Individuals.
- Individuals must not use a new piece of software, app or service with any of Hillsong's social media accounts without receiving approval from Dan Blythe.

Avoid social scams

- Individuals should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to Hillsong. Never reveal sensitive details through social media channels.
- Individuals should avoid clicking links in posts, updates and direct messages that look suspicious. In particular, Individuals should look out for URLs contained in generic or vague-sounding direct messages.

Policy Enforcement

Hillsong IT and internet resources – including computers, phones and internet connections – are provided for legitimate Hillsong use.

Hillsong reserves the right to monitor how social networks are used and accessed through these resources.

Additionally, all data relating to social networks written, sent or received through Hillsong's computer systems is part of official Hillsong records.

Knowingly breaching this Policy is a serious matter. Individuals who do so may be subject to disciplinary action, and may be held personally liable to violating this Policy.

Contacts

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