

# ACCEPTABLE USE POLICY

## CORSHAM AND LACOCK TEAM MINISTRY

### WEBSITE AND EMAIL SYSTEM

#### **Introduction**

This Acceptable Use Policy (the "**Policy**") sets out the rules governing the administrative use of the website at [www.corshamandlacockchurches.org.uk](http://www.corshamandlacockchurches.org.uk) (the "**Website**"), any content that may be added to, modified or removed from the Website ("**Content**") and, if access has been granted, the email system (the "**email**"). It also provides additional guidance regarding usage of Social Media and the Logo of St Bartholomew's parish.

#### **Who does this policy apply to?**

This policy applies to anyone who has been given access as an Administrator or Editor of the website ("**user**") by means of a User ID and password, or is using Social Media or other communications containing the "St Bart's" Logo.

#### **Why do we need this policy?**

We encourage the use of electronic media and associated services because they can make our communications more efficient and effective and reach a wider audience than paper-based systems. However, as this website and Social Media and the information they contain is freely available via the internet this policy will ensure that content and use is of a professional standard and that legal and safety standards are met as well as following best practice.

#### **How is the Policy published & communicated?**

This policy will be given in hard copy or electronic form to website users at initial training and at any subsequent re-issue and any others using social media or the St. Bart's Logo. It will also be available to download as a document from the Users section of the website.

#### **Disciplinary procedure**

The website is actively monitored by the Administrative & Communications bubble and any inappropriate content or usage will be brought to the attention of the user. Continued ignorance of the rules and guidance in this policy may lead to the suspension or permanent withdrawal of access.

Social Media is not actively monitored but any misuse or suspicious content reported to the Admin & Comms team will be investigated and requests to remove content may result.

#### **General Website Use and Restrictions**

You must be at least 18 years of age to administer the Website and by agreeing to the terms of this Policy you are confirming that you are at least 18 years of age.

You may access the website using any computer equipment and an internet connection with a User ID and password assigned to you (this will be given following initial training) to add, modify or delete existing content.

### **What can you change?**

Your user access permits modification of any of the website content; however, you should only change, add or remove content that is for your area of responsibility. If you notice inaccuracies with other content you should bring it to the attention of the appropriate user, content owner or the Administrative & Communications bubble.

Consider the following points for your content:

- Ensure your communication is clear, positive, complete and accurate.
- Pay attention to grammar and spelling (there is a spell checker built into the website content editing software) both to protect our reputation and avoid irritating those who are distracted by careless mistakes.
- Use the "preview" facility to ensure that the content looks right before you publish it as the edit view does not always reflect the published view.
- Use of graphics can enhance content (photographs, clip art) but will detract from the overall effect if they are too large or of poor quality.
- If you use links please ensure they point to the correct content by testing them in the preview facility.

### **What can't you do?**

You must not use the Website in any way that causes, or may cause, damage to the Website or impairment of the availability or accessibility of the Website, or any of the areas of, or services on, the Website. If you experience any difficulties, cause a problem or detect a fault contact the Administrative & Communications bubble (email: [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk))

### **Unlawful and illegal material**

You must not use our Website to store, host, copy, distribute, display, publish, transmit or send content that is illegal or unlawful, or that will or may infringe a third party's legal rights, or that could give rise to legal action whether against you or us or a third party (in each case in any jurisdiction and under any applicable law). You should also not add personal information unless the data subject has given their consent, evidence of which may be necessary to satisfy the requirements of the General Data Protection Regulation [GDPR] (which will replace the Data Protection Act 1988 on 25 May 2018).

### **Content (and its publication on the Website)**

- Content must be appropriate, civil, tasteful and accord with generally accepted standards of etiquette and behaviour on the internet.
- Content must not be offensive, deceptive, threatening, abusive, harassing, or menacing, hateful, discriminatory or inflammatory.
- Content must not be derogatory to any individual or group.
- Content must not be obscene, sexually explicit or pornographic.
- Content should not disclose personal information or other confidential details without the permission of the owner of those details.
- Content must not depict violence in an explicit, graphic or gratuitous manner.
- Content should not cause annoyance, inconvenience or needless anxiety.

## **Hyperlinks**

The website permits the use of hyperlinks both to other content within the website and to external sites. You must not link to any website or web page containing material that would, were it posted on the Website, breach the content or GDPR rules above.

## **Harmful software**

You must not use the Website to promote or distribute any viruses, Trojans, worms, root kits, spyware, adware or any other harmful software, programs, routines, applications or technologies.

## **Factual accuracy**

Content must not be untrue, false, inaccurate or misleading.

## **Marketing and spam**

You may not use the Website for marketing, advertising, promotion, or the supply and/or sale of goods and/or services unless these are in support of the team ministry, its pastoral role, events or activities.

Content must not constitute spam.

## **Email**

The team ministry has an email system associated with the website. This permits standard email addresses to be used as well as permitting several users to access one mailbox. All email addresses take the form *[role]@corshamandlacockchurches.org.uk* and are normally forwarded to individuals' personal email addresses; some examples are shown below:

[admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk)  
[news@corshamandlacockchurches.org.uk](mailto:news@corshamandlacockchurches.org.uk)  
[office@corshamandlacockchurches.org.uk](mailto:office@corshamandlacockchurches.org.uk)  
[rector@corshamandlacockchurches.org.uk](mailto:rector@corshamandlacockchurches.org.uk)

Anyone can send emails to the church email boxes however specific access is required to access the mail boxes and send emails from them. If you have been given access to the email system you will have received a separate user ID and Password from that to access the website.

As with the website use of the email system requires a professional standard to be adopted and should only be used for team ministry business.

## **Etiquette rules**

- Do not use CAPITALS – this is the equivalent of shouting in email terms
- Use a signature block: A signature should contain name, role and if to external agencies email & web addresses, and the charity number, if required.

- Do not compose emails when angry or under pressure – even though a recall facility is available with most email clients it is difficult and often unsuccessful to retract a message.
- Conform to the content rules set out above for the website.
- Think before you press the send button!

### **Anti-social or unacceptable usage**

- You should not pass on chain mail, jokes, links to inappropriate websites, spam, animations, hoax virus warnings etc.

### **Attachments (sending & receiving)**

- Executable (.exe) files must not be sent.
- The maximum permissible size of files is 4Mb. If larger content needs to be sent then use of Zip programmes, splitting the content into two or more emails or use of the St Bart's Dropbox facility is recommended.

### **Mailbox management**

- If the mailbox is normally unattended a rule for a return message stating that "the mail has been received and has been forwarded to the appropriate person" should be created.
- If the mail box is normally monitored but may be left unattended for short periods of time an "Out of Office" notification should be set up to advise the person of any delay and/or an alternative contact.
- Old messages do not need to be kept once they have been actioned.

### **Mailing lists**

- Mailing lists may only be used if the members of those lists have given permission for their names to be added to such lists.

### **Spamming**

- If spam or malicious mail is received it should be placed in the "junk" email box or spam folder, the sender blocked and then deleted.
- If persistent spam is received contact the Administrative and Communications bubble (email to: [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk))

## **Security**

### **Passwords**

- User IDs and Passwords are issued for access the website administration and email system and are unique to each user; they should be kept secure and others should not be allowed to use them. If a password is lost or compromised, an email should be sent to [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk) so access with the lost or compromised password can be denied and a new one issued.

## Anti-virus

- As access to the website and Email system is via the internet it is a user responsibility to ensure that Anti-Virus software is installed to protect their own computer equipment.

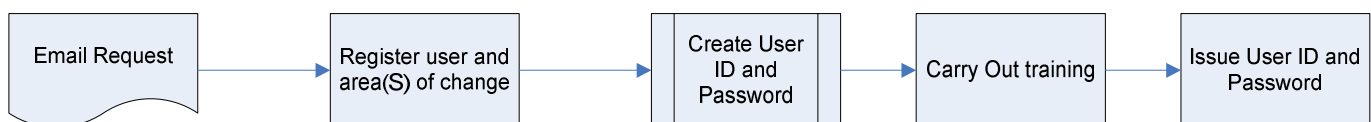
## System Administration

- Responsibility for the administration of the website and email system lies with the St. Bart's Administrative & Communications bubble who will perform the necessary maintenance of the server and associated systems and maintain back-up copies.

## New Users and Training

To ensure access to the website is properly controlled and to ensure those that are granted access have sufficient knowledge and also to know what elements of the site they will be editing the following process is to be used to authorise and train new users:

### • New Users – application process



An email is sent to [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk) to request website editor (and/or email) access. The information required is:

- User's Name
- Contact details (phone number will suffice)
- User's email address.
- The areas or pages of the website to be edited.

The application will be acknowledged and a User ID and Password requested.

In submitting this application the user accepts that their personal information will be stored and processed for activity associated with the maintenance of user access; it is not shared with 3<sup>rd</sup> parties and will not be used for any other purpose other than for website administration.

## User Training

- A new user will normally receive 1 – 1½ hours induction training, depending upon experience, by a member of the Administrative & Communications bubble. This training will introduce them to the website and the WordPress software, show them how to add, delete and modify content and issue them with their user ID and Password. They will not be able to access the website for administrative use until this training has been given.

- Assistance will also be given to set up a user's current email client to access the church email system if this is required.
- Additional training and on-going support will be available by contacting a member of the Administrative & Communications bubble by email at [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk)

## ***Use of Social Media in the Ministry***

Applications such as Facebook, Twitter, Instagram etc. are essentially on-line chat facilities intended for private communications between individuals and their families and friends. Its use has expanded greatly from this initial concept and is now widely employed by businesses and organisations. However, it remains a largely unregulated system.

### **The Church is the original social network – it connects people, encourages them to participate and to reach out to others.**

We can use social media and e-communications as a Church to enhance our identity and community, learning and communication, mission and ministry. But alongside these opportunities are also risks: social media increases and accelerates the positive and negative aspects of any communication. As a result it needs careful monitoring to ensure the church is not portrayed in an adverse light. Currently the Corsham and Lacock Team Ministry does NOT sponsor any social media applications as it does not have the resources to monitor such activity.

It does not and cannot prevent others from setting up pages and sharing information they have about the Team churches and their activities; however it should be borne in mind that any such content is not authorised by our Team ministry unless either the information is already in the public domain, e.g. from our website, newsletters or other documentation such as posters or adverts, or has been given specific permission from the Team Council. In this way we retain control over the content.

It should be further noted that if any content is erroneous the Team will accept no responsibility unless it originated the erroneous information in the first instance. Even if erroneous content is noted and removal instigated it can take at least 14 days for it to be removed.

Guidelines for the use of Social Media in Ministry are available from the Bristol Diocese at <http://www.bristol.anglican.org/parish-resources/communication/social-media-in-ministry-guidelines/>. These guidelines are designed to help a range of people think through how they use these tools in the life of the Church and are given in the following sections of this appendix.

### **Opportunities**

- **Increases communications impact, scale, efficiency and immediacy**  
Online and electronic communication enable you to communicate immediately with potentially large numbers of people. Technology makes it simple and simple. There is no printing or mailing. You can share your message in powerful and effective ways and others can then share it and pass it on.

- **Builds relationships and community**

Social media feels personal. It is interactive. It provides ways of connecting to other people in a communal way. It can be used to build the Body of Christ and include others. It is a great way for the Church to live out and extend its corporate life. As we express our life online, those outside the Church can observe its witness.

- **Provides opportunities for participation, collaboration, feedback**

Social media is not purely broadcasting. It enables people to participate and collaborate together. There are great examples of how social media has been used for social change. It also provides an opportunity to get feedback.

- **Reaches and connects with new groups where they are communicating**

Social media is a space where people who the Church struggles to connect with are communicating. And we can join them in that space. Social media presents ways in which we can engage in mission.

- **Enhances learning and generates ideas**

New ideas and learning can be shared and explored through social media. Discipleship can be fostered and nurtured.

## **Risks**

- **Forming inappropriate relationships**

It is perhaps easier to form inappropriate relationships using social media. Online banter and private messaging can both lead to a level of intimacy that you would naturally guard against.

The professional distance that it is important for ministers to maintain can easily disappear when you are connected to someone – either at your instigation or at theirs. This is particularly important with members of the opposite sex, children and young people and the vulnerable. We must safeguard ourselves so that content could not be perceived as sexual grooming.

- **Saying things you should not – with increased impact**

Social media is public, permanent and has published status. However, people have a tendency online of being indiscrete about themselves, other people and, in our context, the Christian faith and Church. This can then be picked up and shared widely. There is a risk of illegal comments that could be seen as hate crimes, libellous, defamatory remarks etc. Remember the golden rule (below).

Our online behaviour and communication could be something that lets down the reputation of the church in the eyes of the community.



## **Golden rule of social media in ministry**

If you would not

- say something in a public meeting or to someone's face
- write something in a local newspaper or on headed notepaper

**DO NOT put it online.**

Even if you feel you are speaking in a personal capacity, if you are ordained, lead in or are employed by the Church, others will see you in your public role as a representative of the Church. - If you put something online, the law classifies it as 'published', invoking legislation around libel, slander, copyright and data protection.

Do not assume anything online is secure or confidential: others may distribute it (unintentionally or otherwise).

Be aware that it is more tempting to say something that you may regret online than in another medium. - Communicating directly online (chat, message etc.) with an individual is like meeting them in private. Ensure safeguards are in place so inappropriate relationships are not formed. You may want to ensure your language could not be received as sexually suggestive or agree with a peer to be accountable to each other and share any concerns about e-communication.

- **Breach of confidentiality and gossip**

As with saying things you should not, electronic and online communication can be used to breach confidentiality and spread gossip.

- **Blurring of public ministry/private life boundaries**

The distinction between public ministry and private life is difficult to draw. This is no different online. There are risks associated with personal opinions being seen as public statements, a minister's private life being invaded and the difficulties of detaching from their work.

- **Bullying, harassment and malicious accusations**

Social media can be used to bully and harass others and is a forum for malicious accusations. Young people are particularly vulnerable to this.

- **Grooming and impersonation**

There are clear dangers, particularly for children and young people, from those who use social media as a means of grooming

## **SOCIAL MEDIA IS:**

- **Personal yet in the public domain**
- **Transient yet permanent**
- **Interactive medium full of passive observers**

When you use social media, it feels like you are communicating in a personal way with Friends, Followers etc. This can be great for building a sense of personality in your communications. But whatever the privacy settings, remember that what you communicate is in the public domain and is not private and may be shared with others.

### **Transient yet permanent:**

Most social media updates and posts are immediate and essentially transient. They are for the moment, soon outdated and likely to be missed by many. However, they have the potential to have a more lasting impact and you should assume that what you say is permanent. Even if you delete a comment you have made, it could still have been seen and could be re-published.

### **Interactive medium full of passive observers:**

Social media has the potential to be a hugely interactive space but the reality is that most people act as passive observers. You need to communicate with and for both groups and remember that people are watching.

## **St. Bart's Logo Usage**

St Bartholomew's has developed a logo to enhance its profile on its internal and external communications. The general logo is shown below and may have an optional strapline and alternate colours to highlight specific projects or activities; these need to be authorised by the St Bart's Administrative and Communication bubble and the PCC.

### **Generic Logo**



### **Usage**

- The Logo may be used on all communications, documents, publications and posters associated with St Bartholomew's.
- The preferred positioning of the Logo is at the top left of documents, letterheads etc.
- It shall be Purple if used on colour publications or Black & White on non-colour documents.
- It must be at least 45mm (2.75 inches) in width and remain proportional in size.
- It can be used to "badge" posters and other advertising material and ideally should be placed on the top right.
- If intending to use the logo with logos from other organisations their rules for usage must be checked as they may not permit the adding our logo with theirs on the same document.
- Copies of the Logo can be obtained by contacting any member of the Admin&Comms team or by email at [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk).