



LET'S BE SOCIAL

Social Media Guidelines

The Portico Church

Summary & Purpose

The Portico Church is continuously exploring how an online community can be used to empower Volunteer Staff and others to share in the Vision and Values of Portico Church. We believe it is in the best interest of Portico church to be aware of and participate in the use of social media, not to promote ourselves, but to spread the TRUTH of who Christ is, promote our MISSION of reaching those in the online community, build RELATIONSHIPS both within and outside our church family, share the works of our CREATIVE soul, and encourage VOLUNTEER STAFF in their daily lives throughout the week.

Guidelines

Live the Foremost and Second Commandment

Mark 12: 28-31 One of the teachers of the law came and heard them debating. Noticing that Jesus had given them a good answer, he asked him, "Of all the commandments, which is the most important?"

"The most important one," answered Jesus, "is this: 'Hear, O Israel: The Lord our God, the Lord is one. Love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength.' The second is this: 'Love your neighbor as yourself.' There is no commandment greater than these."

- Represent God, not yourself
- Invest in others rather than broadcast yourself
- Make sure your communications are above reproach. If you have an issue with someone, go to them in person. Tones are difficult to read sometimes in online communications.

Be Yourself and Be Transparent

Philippians 2:3 Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves.

- Have an authentic voice and be real. You don't have to be perfect to be used by God.
- Find commonalities and connect with others

Stay Timely

*Proverbs 15:23 A person finds joy in giving an apt reply—
and how good is a timely word!*

- Participate actively
- Write and discuss about current topics, messages, and themes
- What is God doing in your life right now?
- Respond to questions and encourage those who comment

Uphold Portico Church's Vision & Values

1 Corinthians 14:12 So it is with you. Since you are eager for gifts of the Spirit, try to excel in those that build up the church.

- Demonstrate loyalty to the church and each other
- Be sensitive to linking content.

Protect Confidential Information and Relationships

Acts 20:28 Keep watch over yourselves and all the flock of which the Holy Spirit has made you overseers. Be shepherds of the church of God, which he bought with his own blood.

- Talk with those involved in your topic or story to make sure its okay that you share.
- Never share personal information like cell phone numbers or home address. You can also tell people to contact you by email or send you a private message.

[Blog Policy](#)

www.porticochurch.wordpress.com

- **Read & participate in the blog.**
 - o We use our blog as a place for making announcements and sharing the stories of our church. You will want to read it and read it often.
- **Subscribe to the blog feed.**
 - o If you don't remember to check it, you can sign up on the blog to have posts sent directly to your email. Go to the bottom of the "Contact Page" and fill in your email address.

Submitting a Blog Post:

- **Use 250 words or less**
 - o Studies show that blog readers will take less than 2 minutes to read a post. If it's too long, they probably won't read it at all. Think short and sweet.
- **Write on one topic**
 - o Think about the subject you want to write about and make sure your thoughts stay on topic. You could always write additional posts later on other topics you want to share about.
- **Keep paragraphs short**
 - o Again this goes back to the idea that online readers won't read anything very wordy, even if you are the best author in the world. If it looks brief, then they will be more likely to give it a read.
- **Think about adding elements to make it more interesting**
 - o One picture, some bullet points, or links are sometimes helpful to make your post more enjoyable to read. These are not a necessity and choose one so that the focus stays on what you have to say.
- **Choose a catchy title**
 - o Pick a title that will intrigue readers but also give them a sense of what your post will be about.

- **Add tag words**
 - Tag words are key words and will help increase your searchability. They can be simple like faith, Woman at the Well, invest, etc.
- **Edit and Re-edit**
 - Though we would like to think that what we write the first time is perfection, taking multiple looks is always helpful. Read, change, check spelling, read, and change again. Make sure it's exactly what you want before submitting.
- **Interact with comments**
 - Once your blog post is published, it is possible that people will comment. If they do, be sure to be interactive. Answer questions, tell them thank you, or continue the conversation. If you do that, then readers will be more likely to read and comment in the future.
- **Submit your post.**
 - Fill out the online form located under the Blog tab on our website or click here: <http://porticochurch.wufoo.com/forms/portico-blog-post-submission/>
- **Portico Church has the final say in publication.**
 - Our goal is that the posts on our blog be a reflection of our church's Vision and Values. Once a post is submitted, it is read by the (whatever I am). If major questions of content arise, the post will be sent to an elder for review. If there are still issues after an elder review, then it is possible you could be asked to make revisions or that the post would not be published at all. We value each member's opinion, and we hope it would be rare that a revision or deletion would be necessary. You can find our beliefs, vision, and values on our website (www.theportico.com). It's always good to go back and read over what we believe as a church and your Volunteer Staff covenant.

Facebook Policy

www.facebook.com/theporticochurch

Like our Page

- This allows you to be involved on our page and get updates in your news feed about church events, link to worship songs, and scripture to help prepare you for Sunday's messages.
- If you "Liked" the page, but don't feel like you are getting updates regularly. Go to our page and click on the "Liked" button. Make sure "Show in News Feed" is checked.

Events

- One of the easiest ways to get the word out about a church event you have coming up is by having an event. It's easy to share on Facebook, you can have all the info and question in one place, and you can even see who is planning on attending.
- Once you submit your Events Form, we can create an event for you. Letting Portico Page create your public event has many advantages. One, it will stay up on our Facebook page under Events. Two, it will be open to anyone to join, not just your friends.
- It's important though that you "Invite" your friends. The page doesn't have friends and therefore cannot invite anyone. It's up to our Volunteer Staff to spread the word about what's happening for our church.
- The event organizer will be the "Host" of the event. This means you need to check back at the event, answer questions, post interesting details, etc.
- If you plan on attending an event, "Join" the event so that the planner will be able to prepare for the right number of people.

Posts

- Please feel free to comment on the Portico Facebook page, remind people about events coming up, or just start up a conversation on a church related topic. We want the page to be interactive for our members and be "the place to go" for sharing life together when we aren't together on Sundays.

Tag Us

- When talking about our church in a post, simply type @ThePorticoChurch and our page should appear in a drop down menu to click on (must like our page). Our name then becomes an active link in your post, so those who want more information on what The Portico Church is can click and go directly to our page.

Checking-In

- A quick and simple way to help get the word out about the ministries of our church is to check-in at Portico events. Don't feel like you have to do it every time and at every event, but checking-in periodically allows all of your friends to see what you are doing and where you are. Maybe those who aren't attending regularly would want to join us too, or you could be reminding one of our own that they need to hurry up and get there!

Pictures/Tagging

- Because we are all on Volunteer Staff, it's up to all of us to help chronicle the daily life of Portico Church. If you go to a Portico Event, take pictures and post them, even after the event!
- If a picture of you is posted on our page, please feel free to tag yourself and others in them. Because we are a page, we cannot tag you unless you are friends with a page admin.

Twitter Policy

www.twitter.com/Portico_Church

- **Follow us & let us follow you.** We frequently retweet tweets from our followers and you will have our tweets come up in your Twitter feed.
- **Please retweet and favor & we will do the same.** If we post something you like, feel free to retweet/favorite it so that it goes out to all of your followers.
- **Use the Twitter handle (@Portico_Church) when talking about our church.** This makes an active link to our Twitter account and will allow those who want more information about us to easily find our church and website. It will also let us know when you are talking about us, so we can try to retweet you.