

### **Website & Social Media Policy & Guidelines**

Social media is a powerful tool for education, engagement, and promotion. Gordon-Conwell Theological Seminary supports its use in the development of a “thoughtful, loving community of global discipleship.” This policy is intended for anyone that creates content for and/or posts on behalf of Gordon-Conwell on social media channels. It also addresses those who have identified themselves as our staff and faculty on their personal accounts.

#### **Social Media Accounts, Pages, and Groups:**

- The Marketing and Communications Office (MARCOM) maintains Gordon-Conwell’s institutional social media presence on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#), and [LinkedIn](#). If there is information you would like shared on one of these accounts, please email [communications.office@gcts.edu](mailto:communications.office@gcts.edu). MARCOM also oversees all social media affiliated with Gordon-Conwell.
- *Before creating a social media account, page, or group* associated with Gordon-Conwell, please fill out the [Social Media Account Request form](#). The Director of Marketing and Communications will review the request and schedule time to discuss your goals and strategy with you. Social media presences require planning, engagement, and monitoring, and our efforts are most effective when they are streamlined; there may be times in which your goals may be best accomplished through an existing channel and audience.
- All social media accounts, pages, and groups that are associated with the seminary must be registered with MARCOM. While you will be responsible for maintaining the social media presence, MARCOM must also have passwords and/or administrative access. Please register using [Social Media Account Registration form](#). All new accounts must first fill out the [Social Media Account Request form](#) and await a response.
- Employees are required to obtain prior written authorization from MARCOM before posting a message that is in the seminary’s name or could reasonably be attributed to the seminary. If you have identified yourself as a Gordon-Conwell staff or faculty member on a personal social media account, we request that you add a disclaimer in your profile/bio stating that the thoughts expressed are your own.

#### **Content and Communications:**

1. All content and communications, on personal and institutional accounts, are to exhibit the Fruit of the Spirit and adhere to our [Community Life Statement](#). The seminary may request that employees edit or remove any communications or posts, in accordance with the seminary’s policies and/or applicable law. Anything that diverges from the Community Life Statement may lead to disciplinary procedures by Human Resources or the Dean of

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Students, and it may result in loss of institutional account privileges.

2. Remember that when posting to a social media channel associated with Gordon-Conwell, you are speaking on behalf of the seminary on a public platform. All content and communications should represent and demonstrate unity with the seminary and be consistent with our brand guidelines.
  - Our institutional beliefs should be stated in a positive manner, in terms of what we believe instead of what we do not believe. In general, content should not align or distance us from persons, organizations, or social, and political movements
  - Use caution in determining who to follow and where to post.
3. Be professional but conversational in tone, avoiding dense text and complicated or internal wording.
4. Content should be a mixture of education, engagement, and promotion, always tagging or linking back to Gordon-Conwell accounts and our website when possible.
  - Creating a content calendar can help you consistently provide relevant content. Posting schedules and content guidelines (i.e., copy length, picture dimensions, etc.) should follow each social media channel's best practices.
  - If you unintentionally post incorrect information, correct it as soon as possible.
5. All content should respect the copyright of intellectual property and creative work, confidentiality, and privacy—see Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the Family Educational Rights Privacy Act (FERPA).

**Account Maintenance and Responses:**

1. Accounts, pages, and groups should be logged into at least once a day to monitor activity and engage with the audience.
  - Facebook groups require more monitoring and engagement by nature. Administrators should consider reviewing posts by members before they are published.
  - Inactivity for more than three months may subject an account, page, or group to be deletion or merger.
2. Positive or neutral comments should be responded to or “liked.” Feedback should be sent to appropriate seminary parties.
3. Complaints and negative experiences should be acknowledged and directed to the appropriate office, and any incorrect information should be gently corrected. While chronic complainers and “trolls” should be monitored and not engaged with, comments that are offensive, inappropriate, or linked to spam, should be deleted immediately. *If a situation*

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*escalates, please review the Social Media Crisis Strategy and immediately notify MARCOM.*

**Have Questions? Contact MARCOM at [communications.office@gordonconwell.edu](mailto:communications.office@gordonconwell.edu)**

*MARCOM reserves the right to make alterations to the policy as needed, as well as adjustments on a case-by case basis.*