



New Wells

# Social Media Policy

January 2026



New Wells

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*Formerly known as Willesborough Baptist Church*



## **SOCIAL MEDIA POLICY**

Policy for colleagues on using social media to promote the work of New Wells Church Family or in a personal capacity whilst working for New Wells Church Family.

October 2024

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# Social Media Policy

## Glossary of terms

The following terms used in this policy have specific meanings and are defined here to avoid confusion:

- **The Church** – New Wells Church Family (NWCF) or New Wells Brabourne (Brabourne Baptist Church);
- **Staff** – Employees and appointed Ministers;
- **Employees** – people who are employed by the Church (excludes appointed ministers);
- **Minister(s)** – ordained members of appointed staff;
- **Volunteers** – are those people who carry out a specific role within the Church without being paid;
- **Colleagues** – Staff and volunteers (including trustees);
- **Workers** – The terms worker has a particular legal meaning and defined as ‘An employee (who works under a contract of employment) or one who has any other type of contract (written or unwritten) under which they are personally obliged to work or perform services’.

## Who does this policy apply to?

This Policy and guidance is intended for all colleagues and workers including Ministers, employed staff, contractors, volunteers and Trustees and applies to content posted via a Church device or a personal device; either during or outside of work hours. Before engaging in work-related social media activity, workers must read this policy.

This policy does not form part of any employee's contract of employment and the Church may amend it at any time.

## What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include, but is not limited to, Facebook, Twitter, LinkedIn, YouTube and Instagram.

## Why do we use social media?

Social media is essential to the success of the Church achieving its strategic aims, for example reaching people in the community and discipling its members. It is therefore important for some colleagues to participate in social media to engage with our audiences, participate in relevant conversations and spread the gospel of Christ.

## Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to the Church. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

## Purpose of the social media policy

This document sets out the policy on how social media should be used to support the strategic aims and operations of the Church, and the use of social media by colleagues in both a professional and personal capacity. It sets out what colleagues need to be aware of when interacting in these spaces and is designed to help colleagues support and expand our official social media channels, while protecting the Church (including its status as a registered charity) and its reputation and preventing any legal issues.

## Internet access and monitoring usage of social media

Currently, colleagues are not restricted from viewing any social media on Church devices but other employment or data protection policies may apply. The Church has the right to monitor how its devices and IT systems are used and this includes private use.

## Management of the Church's social media

Approved social media administrators are responsible for the day-to-day publishing, monitoring and management of our social media.

Our social media accounts are restricted so no one other than administrators of the account can add content unless authorised. Other colleagues should contact the Church office if they wish to post content.

Social media administrators must follow this guidance in full, and any other instructions agreed by the Trustees, in relation to social media.

## Which social media channels do we use?

The Church currently uses Facebook, YouTube, Instagram and TikTok but may add other social media channels in the future.

The Church uses social media to share news from the Church and to promote the aims of the Charity. WhatsApp is used as an internal communications channel and is not covered by this policy.

## Safeguarding

The Church takes safeguarding of children and adults at risk very seriously and recognises the potential harm that can be caused by social media content. Any concerns with regard to safeguarding, either on the Church's social media channels or any other social media relating to the Church, must be reported to the Designated Person for Safeguarding (DPS) or in their absence the Deputy Designated Person for Safeguarding (DDPS). Matters of a serious and urgent nature, especially if the DPS is not available, should be reported to the Police and brought to the attention of the Lead Pastor as soon as possible.

It is important to note that special rules are in place to protect children and young people. Images of children (under 18 years of age) should never be used in any social media post without parental permission and personal details of children, including their names, must never be disclosed. Even with permission, it is advisable to use group photographs of children rather than individuals.

Permission should always be sought from adults before using their photos or image in video footage, and explain how it is intended to be used. Issues such as domestic abuse may put individuals at risk if published in the public domain.

Refer to the Safeguarding Policy and Procedures or speak to the DPS / DDPS for further information.

## Copyright

The Church will always take care not to publish something which is protected by copyright without permission from the copyright holder.

## Data Protection

Any concerns relating to personal data (which includes images of people), such as a potential data breach must be brought to the attention of the Data Protection Trustee and the Lead Pastor as soon as possible. Steps should be taken immediately to limit any data breach.

Please refer to the Data Protection Policy for further information.

## Serious incidents

If any colleague or worker suspects a serious incident as described by the Charities Commission this must be escalated to the Lead Pastor and the Trustees immediately. Under the definition, serious incidents are those that may harm::

- the charity's beneficiaries, staff, volunteers or others who come into contact with the Church through its work (including via social media);
- the Church's charitable work or reputation (this extends to our members).

Serious incidents will be reported to the Charities Commission. Incidents may also be reported to the Police or the Information Commissioner's Office as appropriate.

## Guidance

Further guidance can be found in Baptist Together Guidance Leaflet - L18: Use of Social Media for Churches which is available on the Baptists Together website [here](#).

## Version control

Policy Owner	Richard Stanford-Beale
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Version	Revisions	Date Approved
1.0	New Policy	15/10/2024
1.1	Revised for NWCF	