

Social Media Guidelines

The Rocky Mountain Synod recognizes social media channels such as Facebook, Twitter, Vimeo, and Youtube as opportunities to **proclaim and embody God's unconditional love for the sake of the world**. Specifically, we will use our social media presence to

Connecting in Ministry & Witness

- Celebrate the ministry and witness of our congregations, leaders, and ministries of the Rocky Mountain Synod
- Connect leaders and ministries to our churchwide and global witness

Claiming our Gifts

- Offer theological reflection and public statements to offer our Lutheran lens on current events

Equipping All Leaders

- Share news and updates directly connected to Rocky Mountain Synod and ELCA ministries
- Promote new resources available for congregations and leaders

We adhere to these Facebook posting guidelines to ensure consistent messaging, authentic presence, and a witness that supports dialogue and community.

- **Note timing of previous post** before sharing new post, to ensure consistent, but not overwhelming, presence.
- Include the **tagline** whenever possible: Christ's Church, Better Together.
- Include **images, links, and videos** when relevant to increase interaction.
- Pictures should be posted **within 24 hours** of event taking place.
- **Get permission** to post pictures, particularly pictures of children. This could be done by announcing your intention to take pictures and post on Facebook.
- **"Like" other related pages** to develop relationships and share information.
- Post **original AND shared content**. A good rule is 80/20.
- Posts should be directly related to **RMS/ELCA affiliated ministries**. Posts connected to non-ELCA organizations need to be approved by RMS staff.