

Social Media Policy and Guidelines
Zion Lutheran Church
415 West Austin Street – Fredericksburg, TX 78624

Updated: April 09, 2026

Purpose of Policy

This policy provides parameters in order to guide church staff, members, volunteers, and church leaders when social media tools are used on behalf of Zion, or when Zion becomes part of a social media dialogue. By implementing a comprehensive and well-enforced social media policy, Zion can mitigate risks, enhance our online presence, and foster a positive and productive work environment.

The Policy is also meant to be guidance for Zion's social media users.

Social Media fit into Zion's Mission

Zion's efforts on social media must align with our church mission. To share the joy, the good news of Jesus Christ with where the people are, which includes on social media.

We consider the social media platforms in use by Zion a ministry in themselves using grace and Biblical wisdom as our guide. We strive to not only promote happenings at our church, but also to do ministry such as, for example, opportunities for joining in prayer, 'right now'.

Every attempt must be made to ensure that Zion's offline and online ministry work together as opposed to contradicting each other. What is stated in the in-person service or church publications needs to be accurately reflected or supported in the online social media ministry.

Social Media Gatekeeper

The administrator of each of Zion's social media accounts has the authority to act as the gatekeeper of the postings so that they adhere to the policies and guidelines established herein.

Use of Social media

This policy applies to all online and mobile platforms for sharing content and information. "Social media" refers to social networking services, short-message services, message boards, wikis, podcasts, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this policy applies to all new social media platforms, whether or not they

are mentioned. All social media platforms are relevant and included.

All postings on Zion's social media accounts, currently Facebook, Instagram, and X pages, are expected to be respectful and proper:

1. The content published on Zion's social media accounts is for general information only. It is not meant to be offensive in any way.
2. If you decide to take any action related to the content posted on the social media pages, you do it at your own risk. Zion is not responsible for the results of such actions.
3. The posts on the above-mentioned social media accounts may contain links to other Internet sites. Zion is not responsible for the material published on those websites; nor is Zion responsible if the link becomes unavailable.
4. Zion does not collect any data off its social media pages, users, or the electronic devices of the users which help them access those pages. However, the social media platforms may collect such data, accordingly to their policies.
5. You agree that you will not collect any information regarding the users of Zion's social media pages.
6. Uploading any type of malicious software (viruses) and/or any other malicious code type on the Zion's social media pages is prohibited.
7. Posting personal information (regarding any individual) on Zion's social media pages is prohibited.
8. Posting photos or other materials containing the images and/or names of particular individuals is not allowed without permission given by those individuals. Such permission/permissions should be given before posting the materials on Zion's social media pages.
9. Posting photos or other materials containing the images and/or names of a minor/minors are not allowed without written permission given by the minor's/minors' parents/legal guardians. Such permission/permissions should be delivered to the Zion Administration office before posting the materials on Zion's social media pages.
10. By posting a comment or other content on the Zion's social media pages you agree to the fact that your name, your social media account's profile picture, and the content of your comment/post will be visible to other Zion's social media page users.
11. Posting the content (graphics, photos, text, and others) which is not owned by yourself is not allowed unless you obtain written permission of the particular content owner. Copyright and Fair Use Laws must be respected at all times. Such permission should be delivered to the Zion Administration office prior to posting those materials on Zion's social media pages.
12. Posts should contain family-friendly content only. No post can contain content unsuitable for viewing by children. This policy prohibits cursing, posting of adult or disturbing images/videos, any text descriptions of obscene or adult acts or material, and/or any posts that include URLs linking to pages containing the aforementioned content.
13. Using Zion's social media pages to do anything which is illegal or misleading is prohibited.

14. Copying and using the content of Zion's social media pages on other Internet sites or in any other forms of publications is not allowed without the permission of Zion Lutheran Church.
15. Using the content of Zion's social media pages for commercial purposes is not allowed unless Zion decides otherwise and gives permission for such an action.
16. The content which violates social media platform policies may be reported.
17. Zion's social media administrator/gatekeeper has the right to remove from its social media pages content which is inappropriate or irrelevant including (but not only): offensive content, vulgar content, bullying others type content, personal attacks or complaints against individuals' content, links to other Internet pages, solicitation type content, advertisements, political endorsement or other politically-related content.
18. Users who repeatedly violate the above rules will be reported accordingly to appropriate social media platforms, and their access to Zion's social media page will be blocked.
19. By using Zion's social media pages, you agree to the above policies and, in addition, to all of Zion's policies as they extend to the use of social media.
20. In case of any inquiries and/or questions regarding Zion Lutheran Church in Fredericksburg, TX, one should send them at the church office email address given in the "Contact" section on the church's website and Zion's social media pages, as well.