

Rodborough Tabernacle  
Communications Content  
Guidelines (Approved May 2017)

These guidelines apply to all of our communications, whether they relate to social media, the website or press releases, or traditional communications through Weekly News, RTN, leaflets or other printed material.

Social Media, our Weekly Newsletters, the RTN and other publicity releases can be great tools for communicating the details of the Tab's attitudes, special events and the welcome it wishes to extend to others. These media however carry with them a significant risk that their messages can be miscommunicated and damage the Church's reputation if there are not well understood limits.

Facebook by the nature of the way it works is very open to people communicating their own personal viewpoints and when these appear on the Tab's Facebook page can be taken as if they are endorsed by the Church. The Tab's Facebook page content will be moderated by the Page Authors in accordance with guidelines below.

The Website has a process which allocates pages on the site to a page author who is responsible for developing, controlling and keeping its content fresh and up to-date.

The Weekly Newsletter, the RTN, press and publicity releases have editorial control applied in their preparation.

The details of the sources and copyright of any content used in any of the Tab's media or publicity shall be acknowledged within the material.

For Events in order to avoid conflicting dates and demands on people's support all Event publicity and notices about Events should be sent in the first instance to the Chair of the Social and Fundraising Committee who will co-ordinate the Church's arrangements and forward as appropriate.

Spiritual and Pastoral content should be sent to the Minister who again will forward as appropriate. During the period of Vacancy matters relating to spiritual content should be sent to the Interim Moderator and those relating to pastoral issues should be sent to the convenor of the Pastoral group.

Finally one way to protect the Church is to define, by way of example, what we feel is appropriate as material to be included in the Website pages, posted on to the Facebook page or included in our Newsletter/ RTN publications.

A list of material that we would like to see:

- Sharing the Good News of the Gospel.
- Good News about the Tabernacle.
- News about a Tab member, particularly news of a celebration. But only with their permission and with care regarding their privacy.
- Information about Services at the Tabernacle or a shared Service at another Church.
- Information about Events organised specifically for Tab members (including those open to the others).
- Photos of Tab events or people. But only with the permission of those featured and following the Church's Safeguarding Policy particularly where children are involved in the photo.
- Information about an Event participated in or organised by Tab members in support of a Charity which the Tab as a Church supports.
- Information about Events organised by a member church of Churches Together in Stroud.
- Information re-posted from the URC HQ or URC West Midlands Synod website or Facebook pages.

Where material is quoted, its source should be shown, unless this is obvious from its context.

Content we wouldn't wish to see included:

- Material containing commentary, content or images that are defamatory, pornographic, proprietary, harassing, libellous, or any material that could be seen to create a hostile environment.
- Material criticising other people or their beliefs.
- Material criticising other Religions or their followers.
- Material which promote or criticise a single political or ideological view point.
- Photos of Events which are not connected to or participated in by the Tab or its members.
- Information about other organisations or their Events where they would not reciprocate by publishing the details of the Tab's Events.