

Camp and Retreat Social Media Policy  
May 4, 2018

1. The purpose of the social media channels of Camp and Retreat Ministries of the Oregon-Idaho Conference is to further the mission and ministry of the Camp and Retreat Ministries of the Oregon-Idaho Conference.
  - a. For the purposes of this policy “channel” includes but is not limited to social media sites such as Facebook, Twitter, and Instagram.
  - b. All posting on social media channels should reflect the mission and ministry of the Camp and Retreat Ministries of the Oregon-Idaho Conference and its vision statement, and that of the Oregon-Idaho Annual Conference. This includes responses to comments.
  - c. The Camp and Retreat Ministries vision statement says:  
We are people dedicated to creating quality environments of Christian hospitality and learning.  
  
We nurture persons so they may...
    - **Grow in wisdom and in healthy self-esteem.**
    - **Develop lifestyles of loving interdependence with each other and all of creation.**
    - **Affirm and expand their faith in God and their service as Christian disciples within God's world.**We serve religiously affiliated groups, schools and educational bodies, families, service organizations and other non-profit groups who enrich life in the world.
2. Social Media posts on all channels shall conform to the highest standards of social media practices.
  - a. Images shall receive proper accreditation, such as tagging sources or identifying photographer, wherever possible.
  - b. Shared content will be properly sourced.
  - c. Permission shall be gained to share content when it does not come from a public, shareable source or when it shares personal social media content.
3. The Executive Director of Camp and Retreat Ministries shall be an administrator on every social media channel held by every facility where possible. He or she shall retain passwords for all social media channels.
  - a. The Executive Director of Camp and Retreat Ministries shall oversee the social media program of the entire Camp and Retreat Ministries and of all its sites.

- b. The Executive Director of Camp and Retreat Ministries is empowered to add volunteers or hire others to assist the communications work of the Camp and Retreat Ministries.
    - c. The Executive Director of Camp and Retreat Ministries may add and remove volunteers, employees or subcontractors to aid in the management of any Camp and Retreat Social Media channel at his or her discretion except where discussed below.
  4. Site Directors, under the supervision of the Executive Director of Camp and Retreat Ministries, shall oversee the social media program of their site.
    - a. Site Directors may add and remove volunteers, employees or subcontractors to aid in the management of their Camp and Retreat Social Media channel at his or her discretion except where discussed below.
  5. Rules for working on a social media channel differ depending upon platform.
    - a. Facebook requires that those who work on a business page have a personal Facebook profile.
    - b. Twitter, Instagram, and Pinterest all allow an individual to log into the business account using one login and password.
    - c. Separation between use of personal account and use of the Camp and Retreat Ministries social media channel is expected.
    - d. Comments made in the name of the Camp and Retreat Ministries channel shall reflect the mission and ministry of the Camp and Retreat Ministries of the Oregon-Idaho Annual Conference, and be for the greater glory of God.
    - e. Comments made under an individual's own name are subject to that social media channel's policies and guidelines.
    - f. If a mistake is made, and a personal post is created on one of the Camp and Retreat Ministries Social Media channels, it is expected to be deleted as quickly as possible.
    - g. Deliberate use of the official social media channels of the Camp and Retreat Ministries for personal agendas is not allowed.
    - h. Use of of the official social media channels of the Camp and Retreat Ministries for hostile, pornographic, racist, sexist, misogynistic, homophobic, or any other type of abusive behavior is not allowed.
  6. To protect the identity and safety of minors, individuals under the age of 18 will not be identified by name in any post on any social media channel of the Camp and Retreat Ministries.
    - a. We require a photography release form for all attendees at events.
      - i. The release form should indicate these choices:
        1. If the child's photo can be taken at all.
        2. If the child's photo can be posted on social media.
        3. If the child's photo may be used in camp promotion.

- ii. Consent from a child to have their picture taken is not the same as consent from the parent and cannot override or function in place of a parental release form.
    - iii. If a camper's parent denies permission for photography, that denial must be conveyed to staff and counselors.
  - b. If an individual or his or her parent identifies the minor, it is up to the discretion of the administrator of that channel to leave that identifying information or remove it.
  - c. If a parent or guardian asks that an image of a minor be removed from a social media channel, it will be done as quickly as possible.
  - d. Volunteers and employees of the Camp and Retreat Ministries of the Oregon-Idaho Annual Conference shall not share images of minors participating in camp and retreat programs on their personal social media accounts.
- 7. Banning from Social Media Channels
  - a. Banning is defined as preventing an individual or organization from any interaction with the content on a social media channel.
  - b. Banning from social media channels should only happen in cases of hostile and inappropriate behavior on that social media channel.
  - c. Administrators of any Camp and Retreat Ministry social media channel may make the decision to ban someone at any time, subject to review, with the following exceptions.
    - i. The Presiding Bishop of the Greater Northwest Episcopal Area, the Episcopal bishop and Episcopal Diocese Missioner of Camp and Retreat, The Board of Camp and Retreat Ministries and its subdivisions, the District Superintendents of the Oregon-Idaho Annual Conference, the Extended Cabinet of the Greater Northwest Episcopal Area, Oregon-Idaho Annual Conference employees, and members of the Site Team of the social media channel in question, may not be banned from any camp's social media channel unless the banning is approved by at least 2 of the following people:
      1. The Site Director of the social media channel in question,
      2. The Executive Director of Camp and Retreat Ministries,
      3. The Missioner for Camp and Retreat Ministries of the Episcopal Diocese,
      4. The Chair of the Board of Camp and Retreat Ministries,
      5. The Communications Director of the Oregon-Idaho Annual Conference or his or her appointed representative,
      6. The Camp and Retreat Program's social media director, if there is one.

- ii. If someone has been banned from a social media channel, they may appeal that ban to the Camp Director of the Social Media channel and/or the Director of Camp and Retreat Ministries
- 8. If a post on a Social Media channel is made for an event at one of our sites that is not sponsored by the Oregon-Idaho Annual Conference Camp and Retreat Ministries, or the Episcopal Diocese of Oregon, the post will clearly state who is hosting the event and tag them or the organization if possible.
  - a. Individual sites are authorized to charge a fee for promotion of events on their Social Media channels but are not required to do so.
  - b. All posts on Social Media channels for outside events must conform to our mission and ministry standards and our vision statement.