

Social Networking

Social networks, when used effectively, are a great way of communicating what's going on in your ministry. Because of their reach however, care must be taken in how they are established and used. Below are some guidelines on how social networks should be used within the ministry of CCV.

Personal Use of Social Networks

It's important to realize that your personal use of social networks is really a portrayal of your position and the ministry of CCV. People who follow you won't see the distinction of your personal life and your role in the church. Therefore it's important to think through the message you are sending through these networks. A good guideline to use is "if you won't send it from your CCV e-mail address don't post it to a social network".

Please realize, the posting of inappropriate content to these networks could have consequences to your employment at CCV.

Starting a Ministry Related Social Network

Social networks can be a huge communications boost to your ministry. If implemented incorrectly however they can also work against the mission of the church and cause more harm than good. Before creating a social network outlet for your ministry we require that you talk through your plans with the Director of Communications. He/she will ensure that:

- The mission of your social network does not work against the established mission of CCV's social networking strategy.
- You have a plan on how to keep your social network active over a long period of time (an abandoned social network is a very bad representation of the ministry). The Communications Team can work with you to help you understand the best way to keep a social network going over time.
- Share tips and tricks on making your social network a success.

Social Networks Started By Volunteers & Members

Social networks are a way for volunteers and attendees to share their enthusiasm for the ministry of CCV. They can be a very powerful tool, but they can also produce unintentional harm. Most of this harm comes from the fact that often they are seen as 'official' communications tools to others. That married with the fact that we don't have control with what is posted can lead to a hijacked communications plan.

When it comes to these networks we ask for your help in two ways:

1. Guide your volunteer's energy into established CCV social networks. If your ministry has one get them involved. If you don't have one, pass them on to the Communications Director who will work to get them plugged into our CCV social networks. Do not encourage them to start new networks without talking to the Director of Communications.

2. If the network has already been established please notify the Director of Communications immediately. We will work with them to communicate that the network is a 'Fan of CCV' network and not an official CCV social network.

Your help in this is crucial if we are to make the most of social networking.