St David's with St Michael and All Angels, Mount Dinham, Exeter:
Communications Policy: Version 04 dated 30/11/2022

Introduction

St David's with St Michael and All Angels' churches are situated in the city of Exeter where they serve a diversity of people. This makes our efforts to promote and communicate the Gospel within and beyond our parish boundaries a viable and worthwhile endeavour.

Until the internet age, such communication depended on personal witness, preaching, sacramental celebrations and education programmes, and print media such as the parish magazine. Now, parishioners and other members of the community enjoy access to information from St David's and St Michael's through a wide and growing range of electronic and print media including weekly bulletins, video, e-mail, websites, and social networking.

To spread the Gospel effectively, and to advertise our activities, we need to welcome the use of this range of media. However, widely accessible communication of this kind is not without its challenges. We need to be proactive: to create well-planned, appropriate and thoughtful links between the message, its intended audience and the means of communication, so that the message is most likely to resonate with its intended audience. We also need to be protective: to reduce the problems that arise when ease of computer access leads to unauthorised and inconsistent posting of information, or inconsistency between information on one medium and similar material on another.

The rapidly changing nature of communications technology adds to these challenges.

A Communications Group facilitates these communications, and its terms of reference are set out below, after the policy, on page 10.

THE POLICY
BACKGROUND

The following policy applies to all forms of communication produced by St David's with St Michael and All Angels

Part I: Summary
PURPOSE OF THIS POLICY

This policy has been designed:

• to guide, support and protect the "communication personnel" who take on responsibility for St David's and St Michael's external communications,

• to help others in the St David's and St Michael's community to understand what can reasonably be asked of these communications personnel,

• to protect the integrity and unique style of information from St David's with St Michael and All Angels

• to maximise our use of best practice in our external communications.

• to minimise the risk to the reputation of St David's with St Michael and All Angels that can be caused by improper and unauthorised external communications.

DEFINITIONS

"Internal communication" is defined as any means of conveying church-related information to congregants.

"External communication" includes any public representation of St David's with St Michael and All Angels to congregants as well as to the wider community via news releases, interviews with news media on behalf of the church, newsletters, the St. David's and the St Michael's websites, social media, print advertising, and posters or displays using the St David's or St Michael's names and logos.

"Communications personnel" includes salaried staff and appointed communication volunteer officers.

Parochial Church Council (PCC)
KEY POINTS

i. The purpose of church communications is to relay information about the Gospel and about our parish to a broad, or to a specific, audience.

ii. St David's with St Michael and All Angels incumbent and the PCC have sole responsibility for editorial policies governing church communications.

iii. Church communications may not be used for partisan political messages, or for paid advertising, unless this use has been authorised by the incumbent.

iv. Only the incumbent and churchwardens may instigate, or respond to request for, communications with the broadcast media or press on behalf of the parish.

St David's Church
Exeter
A warm, open and welcoming church

ST MICHAEL & ALL ANGELS
MOUNT DINHAM · EXETER
IN THE CATHOLIC TRADITION OF THE CHURCH OF ENGLAND

v. The incumbent and the PCC may authorise the parish's appointed communication officer, other communications personnel and/or parish staff to act on their behalf whenever required.

vi. All of St David's and St Michael's social media sites will make it clear that, by posting a comment to that site, users give St David's with St Michael and All Angels the irrevocable permission to exercise all rights with respect to the content provided. This includes removing the posted material, or using it for any purpose in any form and on any media, including but not limited to: displaying, modifying, reproducing or distributing it, creating other works from it, and publishing it.

vii. All St David's and St Michael's communications will make it clear that if individuals under 18 years of age, fill out any Submission Forms, send us an e-mail message and/or use any service on our social media sites which will require them to provide personal information, then they must demonstrate that they have the permission of their parent or guardian.

viii. At church events, if photographs or videos are being taken by communications personnel, this will be made clear to participants. Such photos or videos would normally be made available for use in church communications. If an individual or responsible adult wishes that such photos or videos in which they or their dependants are prominently displayed should not be used, they should complete a Media Policy Opt-Out Form that is available online or from the incumbent. This will be used to direct communications personnel not to use such photos or videos. Similarly, the Media Policy Opt-Out Form can be used to instruct the church not to use an individual's name in communications.

Part II: Policy
PURPOSE OF CHURCH COMMUNICATIONS

The purpose of church communications is to relay information about the Gospel and about our parish to a broad, or specific, audience.

Probable audiences include the congregants and friends of congregants of St David's with St Michael's, newcomers to the area, and others residing within the local community including Christians of all denominations, people of all faiths and none. Content will include information about events and activities taking place at or being

sponsored by the parish. The content and style of communications will be reflective of St David's with St Michael and All Angels' mission and goals.

RESPONSIBILITY

St David's with St Michael and All Angels' incumbent and the PCC have the sole responsibility for editorial policies governing the print and electronic publications of the parish.

St David's with St Michael and All Angels' incumbent and the PCC work in collaboration with communications personnel to maintain the integrity and quality of information being delivered by:

• including, in an unbiased way, content that supports or fulfils the above stated purpose.

• taking reasonable precautions to protect the privacy of parishioners.

• editing material that is too long or that needs correction in grammar, spelling, or style.

• refusing material that is not appropriate

• ensuring that the safeguards listed in the Key Points above (items vi to viii) are put into effect.

PROHIBITED USE OF EXTERNAL COMMUNICATIONS

Partisan Communication

Church communications may not be used for partisan political messages. Association with, representation or endorsement of (or by) any political candidate, party, or campaign, whether actual or implied, is prohibited .

Advertising

No aspect of church communications may be used to promote any activity resulting in financial gain of a staff member unless approved by the incumbent and the PCC

Unauthorised Communications Channels

Only the incumbent and the PCC can authorise the communication channels that will be used for church communications. Communications personnel will not make use of unauthorised websites, blogs, social network sites, direct mailings for church

communications and should not use the parish name, St David's or St Michael's names and/or logos on unauthorised channels.

Spokespersons

Only the incumbent or their nominated deputy may communicate directly with members of the broadcast media or press on behalf of the parish. Ministry volunteers are not authorised to represent the church in speaking to such media. Volunteers who are approached by the media must direct the inquiries to members of the clergy team or to communications personnel for referral to the incumbent.

Part III: Procedures and Guidelines

The following represents current Procedures and Guidelines for current channels of both Internal and External Communication.

PARISH WEBSITES

St David's has one authorised website, http://www.stdavidschurchexeter.org.uk

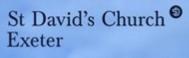St Michael's has one authorised website, https://www.stmichaelsmountdinham.org.uk

Communications personnel such as the webmaster writes copy, selects graphics, takes and uploads photographs, enters news information, writes blog entries, updates the calendar, inserts suitable links and maintains the website in general. The webmaster and website developer ensures that the website, website pages, and all links function properly.

The webmaster strives to ensure the website meets the needs of congregants and visitors of the church and works with the developer to expand usage of the site.

Information from the parish bulletin is added to the site weekly.

The parish websites includes links only to sites that are not in conflict with the parish mission and goals.

St David's and St Michael's communications personnel strive to be present at as many church functions as possible. However, congregants, parishioners, and others are invited to send their own story or photos of events to the communications personnel for inclusion onto the website or in any parish communications.

St David's Church
Exeter
A warm, open and welcoming church

ST MICHAEL & ALL ANGELS
MOUNT DINHAM · EXETER
IN THE CATHOLIC TRADITION OF THE CHURCH OF ENGLAND

When communications personnel are present at a function and taking photographs or videos, it will be announced that this is happening. Often, these will be made available for use on the websites. If an individual, or family member, wishes that photos or videos in which they or their relatives are prominently displayed should not be used in this way, they should complete a Media Policy Opt-Out Form that is available online or from the incumbent. This will be used to direct communications personnel not to use such photos or videos. Similarly, the Media Policy Opt-Out Form can be used to instruct the church not to use an individual's name on the websites.

It is St David's and St Michael's policy only to post photos of children, or to identify them by name, in situations where a parent/guardian has completed the Media Release Permission Form. Children's name and identifying clothing should not, in any case, be shown on published photos except with explicit permission. Similarly, it is our policy not to post photos of individuals, or identify them by name, if they have completed a Media Release Opt-Out Form. However, mistakes can happen. If at any time an image appears on the parish websites that an individual or parent/guardian wishes to be removed, they should contact the webmaster, and it will be removed immediately. If individuals under 18 years of age, fill out any Submission Forms, send us an e-mail message and/or use any service on our social media sites which will require them to provide personal information, then they must demonstrate that they have the permission of their parent or guardian.

All comments submitted to our websites will be screened by the webmasters to ensure that they are written in the spirit of being respectful of the church and its teachings. By submitting a comment or material of any kind to a St David's or St Michael's social media site, the user agrees to the following: St David's with St Michael and All Angels may review all comments before they are posted, and edit them to preserve readability for other users, and may reject or remove comments for any reason. Comments will be deemed to be inappropriate if they use unsuitable language, attack a single person or group, make statements that are in contradiction to parish policy, or include spam that explicitly promotes a product or service. A decision to reject or remove a comment on other grounds can be made by St David's incumbent and/or members of communications team.

The intention of these guidelines on the use of our social media site is to ensure that the site gives witness to the Gospel in a way that is open, transparent, and safe for all users.

WEEKLY NEWSHEETS

Content is compiled by the incumbent and members of the clergy team, in collaboration with communications personnel. Due to limited space, not all material that is submitted to the incumbent, clergy team or communications personnel can be included. If it is not included, the team will do their best to include it in the following week's newsletter

COMMUNICATIONS CHANNELS

St David's with St Michael and All Angels incumbent,the PCC and communications personnel have the sole responsibility for editorial policies governing print and electronic publications of the parish.

The following list reflects the current communications mix.

- Parish websites

- Newletters

- Posters and Displays

- Parish magazine

- Social media

- Any other communication as authorised by St David's with St Michael and All Angels incumbent and the PCC.

DESIGNATED STAFF: The following is the current list of members who are involved in maintaining aspects of all communications.

Bill Pattinson – Editor New Leaves Parish Magazine

Clive Wilson – Editor and designer New Leaves Parish Magazine

Georgie Morton - Parish Administrator: webmaster and web content of both St David's and St Michael's Websites

Nigel Walsh – Music content St David's Website

Clive Wilson – YouTube St David's Channel

Bill Pattinson – St David's Twitter

Ash Leighton Plom – St Michael's Twitter

Ash Leighton Plom – St David's Facebook

Nigel Guthrie – St David's Facebook

Belinda Speed-Andrews – St David's Facebook

Ian Cartwright – St David's Facebook

Dave Allin – St David's Facebook

Bill Pattinson – St David's Facebook

Richard Johnson – St David's Facebook

Ash Leighton Plom – St Michael's Facebook

Nigel Guthrie – St Michael's Facebook

Natasha Goldsworth – St Michael's Facebook

Helena Walker – Weekly Parish Newsletter

Helena Walker - email list

St David's with St Michael and All Angels reserves the right to amend this Communications Policy. This will be done to address issues that may arise, or to accommodate changes in our parish.

St David's Church
Exeter
A warm, open and welcoming church

ST MICHAEL & ALL ANGELS
MOUNT DINHAM · EXETER
IN THE CATHOLIC TRADITION OF THE CHURCH OF ENGLAND

Communications Group: Terms of Reference and Policies

Current membership (November 2022)

Coordinator: Ash Leighton Plom

Belinda Speed-Andrews

Bill Pattinson

Clive Wilson

Dave Allin

Georgie Morton

Helena Walker

Ian Cartwright

Kim Nettleton-Croley

Natasha Goldsworth

Nigel Guthrie

Nigel Walsh

Richard Johnson

1   Authority

The Communications Group is convened by, and responsible to, the vicar and Parochial Church Council (PCC). The Group's duties are defined and agreed by the vicar and PCC. The current responsibilities are laid out below (section 6)

2   Membership

The group chair is nominated by the vicar and PCC and a minimum of 2 other members of PCC are invited by the chair, for example at the recommendation of the

vicar and PCC. Other members of communications group may be invited without needing to be on PCC, but the Group answers to the vicar and PCC.

3 Length of tenure

Members reviewed by chair on annual basis at first meeting of Communications Group after the Annual Parochial Church Meeting (APCM).

4 Meeting Regularity

Normally four times a year (once a quarter), with additional meetings as required. Intermediate consultation may also take place by email.

5 Records of Proceedings

Written minutes will be taken to record the Group's decisions and will be circulated to all members of the Group, the vicar and PCC.

6 Responsibilities

The Group is responsible in overview for all aspects of both Churches' 'outwards-facing' communications. Specifically: -

- The provision and updating of notice boards outside church to promote church services, news, and events

- The provision and updating of notice boards inside church to promote church services, news, and events

- The provision and updating of church notices, pew/pugh sheets, and our New Leaves parish magazine, including publicising church services, news and events

- The provision and updating of both church websites, and all church social media, including publicising church services, news and events

St David's Church
Exeter
A warm, open and welcoming church

ST MICHAEL & ALL ANGELS
MOUNT DINHAM · EXETER
IN THE CATHOLIC TRADITION OF THE CHURCH OF ENGLAND

- Advising PCC on expenditure for communications issues

- Producing and updating visitor information as necessary including welcome booklets and posters

- Liaising with other local groups as appropriate with regards to church communications, for example contributing church-related information to comms channels such as St David's Community Builder monthly news

- Any other communications issues as requested by the PCC

Policies:

Use of Social Media

Social media sites enable users to create and share content and keep in touch with other users.

For many people, especially young people, using social media is an extension of physical face-to-face relationships. It is therefore important that churches also engage with their community and worshippers through these platforms.

However, this must be done safely to avoid the risk of:
• Inappropriate relationships.
• Saying things you should not, such as offensive, sexual or suggestive comments.
• Blurring the boundaries between public work/ministry and your private life.
• Grooming and impersonation.
• Bullying and harassment.

C of E rules require PCC to approve the use of social media by every church. Where there are Facebook or similar pages set up on a church's behalf, the PCC must ensure there is a named person to whom all workers are accountable. The named person must be a church officer, and should be aware of the account name and

St David's Church
Exeter
A warm, open and welcoming church

ST MICHAEL & ALL ANGELS
MOUNT DINHAM · EXETER
IN THE CATHOLIC TRADITION OF THE CHURCH OF ENGLAND

password so that they can at any time log on to the account to monitor the communications. The named person should be proactive in fulfilling this role.

For our purposes, the 'named person' will be the chair of Comms Group. The St David's and St Michael's social media pages/handles may only be administrated by those given permission by Comms Group, under the vicar and PCC. Communications must be shared with the named person.

Church officers remain bound by professional rules of confidentiality. Where there is concern that a young person or adult is at risk of abuse, or they themselves pose a risk of abuse to others, safeguarding procedures must always be followed.
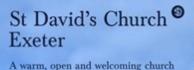
Rules for online admins

Do:

- Maintain the upmost integrity, honesty, transparency, consistency and accountability. Treat online communication with children, young people and adults as you would communication that is face to face. Always maintain the same level of confidentiality.
- Report any safeguarding concerns that arise on social media to the PSO and the DSA.
- Always assume that everything you write is permanent and may be viewed by anyone at any time; and that everything can be traced back to you personally as well as to your colleagues or the church. Always think before you post.
- Draw clear boundaries around your social media usage associated with your private life and your use of different social media for public ministry. Keep church account/s and profiles separate from your personal social media account/s e.g. only use a Facebook page, Twitter or blogs for public ministry, while keeping a separate Facebook profile for private life.
- Always ask parents/carers for written consent to:
  o Use and store photographs of children/young people from activities or events in official church publications, or on the church's social media, website and displays.

- Use telephone, text message, email and other messaging services to communicate with young people.
- Allow young people to connect to the church's social media pages.

- Only use an approved church/ministry account to communicate with children, young people and/or vulnerable adults. The named person should be able to access this and review conversations, and the account should be visible to young people and their parents.
- Young people must be made aware that any communication will be viewed by all users. Save any messages and threads through social networking sites, so that you can provide evidence to the named person of your exchange when required.
- Avoid one-to-one communication with a child or young person.
- Use clear and unambiguous language in all communications and avoid abbreviations that could be misinterpreted.
- Save and download to hard copy any inappropriate material received through social networking sites or other electronic mean and show immediately to the named person, PSO, incumbent or, if appropriate, Diocesan Safeguarding Adviser.
- Use passwords and log off promptly after use to ensure that nobody else can use social media pretending to be you.

Do not:
- Use a personal Facebook or any other social media account in your work with children, young people or vulnerable adults.
- Add children, young people or vulnerable adults as friends on your personal accounts.
- Facebook stalk (i.e. dig through people's Facebook pages to find out about them).
- Say anything on social media that you would not be happy saying in a public meeting, to someone's face, writing in a local newspaper or on headed notepaper.
- Comment on photos or posts, or share content, unless appropriate to your church role.
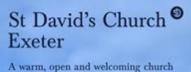
St David's Church
Exeter
A warm, open and welcoming church

ST MICHAEL & ALL ANGELS
MOUNT DINHAM · EXETER
IN THE CATHOLIC TRADITION OF THE CHURCH OF ENGLAND

- Use visual media (e.g. Skype, Facetime) for one-to-one conversations with young people – use only in group settings.

In particular, do not allow content to contain or share links to other sites that contain:

- o Libellous, defamatory, bullying or harassing statements.
- o Breaches of copyright and data protection.
- o Material of an illegal nature.
- o Offensive sexual or abusive references.
- o Inappropriate language.
- o Anything which may be harmful to a child, young person or vulnerable adult, or which may bring the church into disrepute or compromise its reputation.

St David's with St Michael and All Angels, Mount Dinham, Exeter: Communications Policy: Declaration by designated contributors

I agree to abide by the policy and guidance as set out in the policy for contributions to website content and social media

signed :