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 Organization Name

## Social Media Risk Management Checklist

Social media offers a great way to interact with people from your ministry and engage in conversation with your community. If mismanaged, however, social media conversations and posts can actually damage your ministry's reputation. That's why it's important to examine your social media policy and put safeguards in place to protect your ministry.

	<b>Yes</b>	<b>Needs Attention</b>
1. Do you have a written social media policy to guide the people who are in charge of the ministry's social media accounts?	<input type="checkbox"/>	<input type="checkbox"/>
2. Have you selected a trusted group of people – staff members or other church leaders – and determined the responsibilities when posting and regularly monitoring the ministry's social media pages?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have procedures for quickly responding to questions posed to your organization via social media?	<input type="checkbox"/>	<input type="checkbox"/>
4. If someone posts comments about a negative experience or a situation that includes sensitive information, do you have a point person in your organization who will coordinate resolution of the issue privately by way of a meeting or phone call?	<input type="checkbox"/>	<input type="checkbox"/>
5. Have you crafted a social media disclaimer that outlines your expectations for interactions as well as terms for removing content? (Obscene, embarrassing, or abusive material, advertising, and spam will likely fall into this category.) (For more information on disclaimers, please review the social media disclaimer checklist.)	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you obtain at least verbal permission or a signed photo release from each person who is personally identifiable in images posted to your social media page(s)?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you disable photo tagging on your page and remove location information from photos to protect the privacy of those who are photographed?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you consistently obtain permission from original sources before posting content that isn't the ministry's original work? (For more information on this issue, please review the copyright and fair use checklist.)	<input type="checkbox"/>	<input type="checkbox"/>

Notes: \_\_\_\_\_

Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

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