



CH685 NYCBC

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Policy on official use of social media under the brand name “CH685 NYCBC”

About This Policy Document

NYCBC is the acronym of the North York (Chinese) Baptist Church, located at 685 Sheppard Avenue East, North York, Toronto, ON, Canada, Ontario.

The Media Ministry of NYCBC (the media ministry) is a ministry under NYCBC.

"CH685 NYCBC" is a branded social media channel under NYCBC.

NYCBC appointed the media ministry to establish and manage the social media accounts under the brand name CH685 NYCBC and operate them daily.

This policy provides guidelines and protocols for staff and volunteers using social media tools on behalf of CH685 NYCBC. It covers all forms of social media, including new tools that may be adopted under the brand name CH685 NYCBC at any time. For the purposes of this policy, the term “social media” includes interactive online accounts such as, but not limited to, Facebook, Twitter, Google, LinkedIn or Pinterest; photo-sharing accounts such as but not limited to, Flickr, Instagram, Picassa, video-sharing accounts such as YouTube, Livestream or Vimeo, online blogs, podcasts, and discussion forums.

The media ministry manages CH685 NYCBC's official social media participation. The media ministry appointed CH685 NYCBC Operator01, CH685 NYCBC Operator02, and more (if applicable) responsible for using the official social media accounts on daily social media accounts management and operations with strict compliance to this policy document, which covers posting and publishing information and messages on the media ministry's behalf, uploading content (e.g., text, images, audio, video), monitoring and responding to posts and communications on CH685 NYCBC's pages or accounts.

The media ministry's staff and volunteers who misuse CH685 NYCBC's social media resources in ways that violate the laws or this document's policies are subject to consequences.



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1. *About this policy document ... cont.*

CH685 NYCBC Operator01 (Eunice Yen) prepared this policy in consultation with the media ministry and NYCBC management.

1. Statement of Purpose and Belief

NYCBC employs various communication methods and provides information in multiple formats to accommodate the increasingly diverse needs of the church and the public. It also supports the use of multiple means of communication, from traditional methods to new technologies, to reach and communicate with the church congregation and the public wherever they may reside. Accordingly, NYCBC supports the use of social media to communicate and engage with them and deliver services.

This policy document defines the official use of social media. It presents NYCBC policies, including harassment, confidentiality, and information technology policies for the use of social media for official purposes, which is on behalf of CH685 NYCBC.

2. What Is Official Use of Social Media?

The guidelines and protocols provided in this policy document apply to the official use of social media but not other uses.

Official Use

Official use of social media refers to using an official social media account on behalf of CH685 NYCBC. Only those individuals who have been authorized to represent CH685 NYCBC can use official social media accounts. Uses include posting or publishing information and messages on the media ministry's behalf, uploading content (e.g., text, images, audio, video), monitoring and responding to posts and communications on CH685 NYCBC's pages or accounts.

An official social media account is an account on a social media platform that is used for official CH685 NYCBC purposes, such as communication, service delivery,



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2. What Is Official Use of Social Media? Official Use ... cont.

collaboration and other purposes within the scope of the media ministry's mandate, including as a designated spokesperson for CH685 NYCBC.

Other Uses

While social media is also used for professional and personal reasons, this policy document does not cover these users.

Professional use refers to the use of a personal social media account for purposes related to professional activities, such as communicating with professional associations, professional networking (e.g., participating in an online conference), knowledge gathering and sharing (e.g., visiting Facebook pages or Instagram accounts), and career development (e.g., maintaining a LinkedIn profile).

Personal use refers to the use of a personal social media account for purposes unrelated to professional development or employment (e.g., sharing personal or family photos).

3. Policy and Legal Considerations

NYCBC policies, including harassment, confidentiality, and information technology policies, respective social media platforms' legal requirements apply to the official use of social media in the media ministry. Meeting these requirements requires knowledge and understanding of relevant compliance, regulation, governance, risk management, corporate social responsibilities, ethics, proper planning, ongoing official social media account monitoring, and long-term evaluation and improvement. In particular, this policy document provides practical guidelines and protocols related to the following:

1. Responsibilities of the Pastor and ministry staff at the media ministry:
2. Governing protocols for staff and volunteers at the media ministry posting to CH685 NYCBC's social media accounts.



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3. Policy and Legal Considerations ... cont.

3. Legal liability of staff, volunteers, and appointed leadership roles in relation to CH685 NYCBC.
4. Principle of removing inappropriate postings and comments.
5. Regulating protocols for staff and volunteers at the media ministry interact with vulnerable individuals on CH685 NYCBC's social media accounts
6. Protocols for recording and livestreaming of events or programs for CH685 NYCBC.
7. Guidelines and protocols for the accessibility of CH685 NYCBC's social media accounts.
8. Protocols for avoiding miscommunications and misuse of advertising.
9. Guidelines and protocols about the identity of NYCBC and CH685 NYCBC.
10. Guidelines and protocols for information management in the media ministry.
11. Protocols for information technology security.
12. Guidelines and protocols for languages used by CH685 NYCBC's social media accounts.
13. Guidelines of Social Media Notice for CH685 NYCBC's social media accounts
14. Administration and Approval of this policy document.

This policy's guidelines and protocols apply to official social media accounts on third-party, public-facing platforms. In preparing for an official social media account, the abovementioned 3.1 to 3.13, key areas govern the official account's proposed use, the platform's functionality, and the terms of use, which meet the necessary policies and requirements.

4. Implementing the Policy on Social Media Asset Management

This policy document aims to enable a strategic and coherent approach to the media ministry and NYCBC management. The expected results are official social media accounts clearly identified as belonging to NYCBC, effectively managed within the media ministry, and enhancing opportunities for communication, collaboration and service delivery.



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4.01 The policy identifies the following responsibilities of the Pastor and ministry staff at the media ministry:

- a. Approving a social media strategy;
- b. Approving official social media accounts based on implementation plans and overseeing the life cycle of official social media accounts, including planning, creation, configuration, implementation, evaluation and disposition;
- c. Ensuring that the media ministry uses social media platform management tools to manage official social media accounts as prescribed by this policy document.

4.02 The policy outlines the governing protocols for staff and volunteers at the media ministry posting to CH685 NYCBC's social media accounts by adhering to the following principles of conduct.

- a. Act professionally, responsibly, and respectfully in all forms of communication.
- b. Refrain from posting confidential information and personnel matters.
- c. All content made available through external-facing social media must be appropriate for public release, recognizing that everything posted remains forever in the public domain and is never completely confidential.
- d. Keep messages affirming rather than combative, controversial, or derogatory.
- e. Consult the media ministry and NYCBC management if there is any question, uncertainty, or concern about a particular posting.
- f. Social media content and postings should not disclose sensitive or confidential information, such as writing about current and former staff members and volunteers or displaying internal church information without seeking permission and written consent to share such information to honour privacy rights and confidentiality.



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4.02 ... cont.

- g. Provide usernames and passwords for any CH685 NYCBC social media account to the IT Director of NYCBC who will keep a record on file of this information.
- h. Recognize that any social media contacts, including "followers" or "friends" acquired through accounts, including, but not limited to, Facebook, YouTube, Instagram, or other social media networks created on behalf of the media ministry under the brand name CH685 NYCBC, are the property of NYCBC.
- i. Recognize that any unauthorized individual must not be given usernames and passwords for CH685 NYCBC's social media accounts.
- j. Guard the security of passwords to mitigate hacking and identity theft.
- k. Contact the media ministry if a social media account has been hacked. In turn, the media ministry will contact NYCBC's social media provider to receive instruction for a plan of action to deal with the situation.
- l. Acknowledge that posts to the social media accounts of CH685 NYCBC are subject to the approval of the media ministry and NYCBC management.
- m. Recognize that posts deemed unsafe, disrespectful, and inappropriate under the judgement of the media ministry and/or NYCBC management can be removed at the direction of the media ministry or the NYCBC management.
- n. To protect the privacy of children and youth, refrain from publishing contact information on any social networking profile when engaging in content or activities with them.
- o. Secure written permission from parents, guardians, or a designated legal authority before initiating social media content and contact with children and youth groups.



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4.02 ... cont.

- p. Ensure that, where applicable and appropriate, copyright, portrait rights, fair use laws, and information-sharing agreements are established and respected.
- q. Ensure thorough fact-checking before sharing any information on social media platforms.
- r. Respond to comments on CH685 NYCBC social media accounts with respect, transparency, and timeliness, while ensuring that the information provided is factual and sourced from credible references.
- s. Alert and be cautious when using emojis or clicking "Like" on posts, as this information is often collected by data-gathering firms for purposes not necessarily endorsed by NYCBC or CH685 NYCBC.

4.03 This policy identifies the legal liability of staff, volunteers, and appointed leadership roles in relation to CH685 NYCBC

- a. The media ministry must comply with all federal and provincial laws that apply to the operation of CH685 NYCBC, a brand name of social media accounts under NYCBC, a religious organization. The media ministry and authorized individuals using social media on behalf of CH685 NYCBC is responsible for understanding and observing these laws.
- b. Individuals on staff, volunteers or in a duly appointed leadership roles at the media ministry are personally responsible for the content they publish online through their personal social media accounts. Breach of privacy and confidentiality, use of copyrighted materials and/or portrait rights without permission and written consent and/or agreement, unfounded or derogatory statements or misrepresentation of NYCBC and CH685 NYCBC in any way may result in consequences or legal actions.



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4.04 This policy defines the principle of removing inappropriate postings and comments.

Since it is impossible for the media ministry to control all comments made on CH685 NYCBC's social media accounts, authorized individuals nonetheless reserve the right to remove a post or comment if:

- a. It is disrespectful in tone and/or content.
- b. It contains offensive language or profanity.
- c. It encourages, suggests or implies discrimination or hatred towards NYCBC, CH685 NYCBC, the Christian faith, any religion and/or church, individuals, or specific groups of people.
- d. It contains libelous, unlawful, abusive, immoral, or obscene comments and/or content.
- e. It necessitates legal or potential legal action under current legislation.
- f. It contains commercial, promotional or marketing content which is unrelated to NYCBC and CH685 NYCBC.
- g. The stated values of followers or "friends" are inconsistent with the values of NYCBC and CH685 NYCBC.

4.05 This policy outlines the regulating protocols for staff and volunteers at the media ministry interact with vulnerable individuals on CH685 NYCBC's social media accounts.

- a. Adult individuals' names, addresses, emails, or phone numbers must not be shared on CH685 NYCBC social media assets unless they have given their permission and written consent.
- b. Only designated email address is allowed for NYCBC and CH685 NYCBC business, i.e. nycbc@nycbc.ca
- c. Staff, volunteers, and appointed leadership roles at the media ministry must only communicate with individual children or youth through their personal



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4.05 c ... cont.

social media accounts with permission from parents, guardians, or legal authorities.

- d. Group communication is allowed only with permission and written consent from parents, guardians, or legal authorities, and they must be documented and filed in CH685 NYCBC's repository.
- e. Youth-oriented CH685 NYCBC social media platforms, if any, must be accessible to parents, guardians, or legal authorities.
- f. Any personal information collected can only be used for its intended purpose and must not be shared without permission and written consent.
- g. If any posts, comments, and content suggest children or youths are in danger, shown on CH685 NYCBC's social media accounts, such cases must be reported to the media ministry. In turn, the media ministry will contact NYCBC management for action to deal with the situation and report it to the appropriate legal authorities.

4.06 This policy outlines the protocols for recording and livestreaming of events or programs

- a. Signs must be posted on entranceways to the events that state: Please note that portions of this event are being recorded;
- b. Recordings must be preceded by an announcement, written or digital, that displays CH685 NYCBC's name and logo, the title of the event or program in progress, and the date.
- c. Children and youth participating in an event or program must not be identified without the prior permission and written/oral consent of their parents, guardians, or designated legal authority.
- d. Permission to record or livestream adults must be obtained from them with their written/oral consent.

Commented [EY1]: Amendment suggestion date May 30, 2024

Commented [EY2]: Amendment suggestion dated May 30, 2024



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4.06 ... cont.

- e. Performing groups must adhere to copyright requirements. It is important to note that copyrighted music may not be recorded. However, if a song or piece of music is not copyrighted by the author, but the author gives CH685 NYCBC permission, either verbally or in written form, to use their pieces, it can be recorded.

4.07 This policy outlines the guidelines and protocols for the accessibility of CH685 NYCBC's social media assets.

- a. Before using a third-party social media platform, review the degree to which the platform is accessible and use the options provided by the platform to make the content more accessible.
- b. NYCBC websites and web applications are the church's primary means of delivering official information and services online. Social media assets under the brand name CH685 NYCBC are used to supplement these means of delivery, particularly in the format of stories, messages, music, and events to unite, ignite, and build a community with love and care.

It must provide a link to the NYCBC websites and web applications when the content published on CH685 NYCBC's social media accounts refers to NYCBC's online published official information or announcements.

- c. Text equivalents for non-text content (e.g., captions for images, transcripts for audio and video) so that all users can understand what is being presented; and Colour contrast to help users with colour vision deficiencies to distinguish between text and background or other types of text.
 - i. It must add captions for images.
 - ii. It must add a disclaimer if there are no transcripts and translated transcripts (Traditional Chinese to English or vice versa) for an audio or a video.



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4.08 This policy outlines protocols for avoiding miscommunications and misuse of advertising.

- a. It must ensure that official social media activities that are undertaken jointly with another organization, company, group, or individual clearly and equitably identify the participation of all parties.
- b. It must take measures to avoid conflicts of interest and the appearance or public perception of endorsing or providing a marketing subsidy or an unfair competitive advantage to any organization, company, group, or individual.
- c. It must not proceed with official social media advertising activities unless the media ministry has evaluated the necessity and NYCBC management has approved the recommendation.

4.09 This policy outlines the guidelines and protocols about the identity of NYCBC and CH685 NYCBC.

- a. Page layouts and proprietary design controls often limit the size and display of visual elements, as well as the length of account names. As such, it needs to clearly identify CH685 NYCBC's official social media accounts on third-party platforms and apply the corporate identity of CH685 NYCBC as well as NYCBC with their official name, brand colour, logo, brand tag, and contact information. The technical specifications for social media accounts need to ensure the outcome of identifying CH685 NYCBC as well as NYCBC on all social media platforms.
- b. Key brand elements need to be consistently applied across all official social media assets. It must follow the brand guidelines as follows:
 - i. Brand Name
 - Full name: CH685 NYCBC
 - Short name: CH685
 - Elaboration of brand name in text: Channel 685



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4.09 b ... cont.

- ii. Brand Colour
 - Main: #638456
 - Sub: #FFF1D3
- iii. Social Media URL
 - [Youtube.com/@ch685_nycbc](https://www.youtube.com/@ch685_nycbc)
 - [Facebook.com/ch685.nycbc](https://www.facebook.com/ch685.nycbc)
 - [Instagram.comch685.nycbc](https://www.instagram.com/ch685.nycbc)
- iv. Profile Picture
 - CH685 Logo_00002
- v. Brand Tag
 - Chinese: 鼓舞人心、連繫社區、燃亮生命
 - English: UNITE, IGNITE, COMMUNITY
- vi. NYCBC Info
 - nycbc.ca
 - nycbc@nycbc.ca
 - (416) 223-3121
 - 685 Sheppard Avenue East, North York, Toronto, ON, Canada, Ontario



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4.10 This policy outlines the guidelines and protocols for information management in the media ministry.

It is essential to ensure that digital information resources related to the media ministry's decisions, actions, and values remain accessible, shareable, and usable over time.

- a. It needs to take measures to ensure essential information is documented and captured within the CH685 NYCBC repository:

The following information must be documented and filed:

- i. Decisions or actions approved via an electronic conversation about CH685 NYCBC and its social media accounts.
- ii. Official information made available through external social media platforms that has not otherwise been captured through official documentation, such as briefing notes, project, communication plans, data, files, content, comments, messages, marketing assets, and an agreement on copyrights and portrait rights.
- iii. Information received from the public via external social media platforms in response to requests for information from CH685 NYCBC.

4.11 This policy outlines the protocols for information technology security.

- a. Assess and document the sensitivity of content that will be published, stored and processed using social media platforms.
- b. Implement measures, such as keyword alerting, to monitor the pages and accounts constantly to ensure that obscene, embarrassing, abusive, or objectionable content will be removed as soon as possible and within a day.
- c. Ensure that any unique risks to content, information assets, such as documents, images, videos, audio files, databases, and websites, and service delivery associated with the use of social media accounts are assessed,



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4.11 c ... cont.

documented, and understood and that the media ministry and NYCBC management accept residual risks.

- d. Formally document the roles and responsibilities of individuals who will engage in managing CH685 NYCBC and operating the use of social media accounts.
- e. Ensure that appropriate authentication and integrity controls are in place to prevent unauthorized account access.
- f. Ensure that portrait rights, copyright, fair use laws, and information-sharing agreements are established and respected where applicable and appropriate.
- g. Ensure that, where applicable, incident management procedures have provisions to address incidents relating to or resulting from the use of social media platforms; in the event of a crisis, contact the media ministry leader before responding to any posting or comments related to the crisis.
- h. Ensure that staff and volunteers appointed to represent CH685 NYCBC on social media sign a consent form for compiling this policy document and are provided with appropriate training on information technology security and classification.

4.12 This policy outlines the guidelines and protocols for languages used by CH685 NYCBC's social media accounts.

- a. Traditional Chinese and Cantonese are the primary written and verbal languages for the content published on CH685 NYCBC's social media accounts. A disclaimer is published in case there is no English translation of the text and transcript for the content.
- b. On occasions when English content is published, a disclaimer is published in case no translation from English to traditional Chinese of the content.



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4.12 ... cont.

- c. On occasion, when Simplified Chinese and Mandarin content is published, a disclaimer is published in case there is no English translation of the text and transcript for the content.
- d. Translation of traditional to simplified Chinese and vice versa and that of Cantonese to Mandarin and vice versa is not provided, and a disclaimer is published in the community disclaimer for understanding.

4.13 This policy outlines the guidelines of Social Media Notice

A social media notice informs users of their rights and obligations when interacting with CH685 NYCBC via its social media accounts. It also explains what users are to expect from CH685 NYCBC's official social media accounts. It is important to apply the social media notice to all official social media assets through a hyperlink to the Terms and Conditions section of the associated NYCBC website and, where possible, by incorporating the notice text within the profile of the official social media account.

A general template of a social media notice in English and traditional Chinese is filed on Appendix A. Modifications are needed for respective social media.

4.14 This policy is overseen, administered by the media ministry, and approved by NYCBC management.

This policy document is a living document and can be changed at any time, with the consent of the media ministry and the approval of NYCBC management.

5. Conclusion

NYCBC supports the official use of social media as one of the various channels available for communicating and engaging with the church congregation and the public. Through social media, NYCBC can effectively reach Toronto people digitally, where they reside, work, and learn, enhancing the opportunities for communication, promotion of the Christian faith, and service delivery.



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5. ... *cont.*

To maximize these opportunities, it is crucial that the media ministry manage CH685 NYCBC and its social media accounts strategically and coherently. This involves setting strategic social media direction, carefully planning and monitoring the implementation of social media accounts and measuring performance.

Given social media's rapidly evolving nature, quick access to up-to-date information on social media account management is important. The media ministry, its social media practitioners, and NYCBC management regularly develop and share lessons learned and good practices on the official use of social media.

Our goal is to establish and cultivate a strong social media channel for NYCBC to unite, ignite, and build our commitment with love and care as an extension of our Christian faith and church family.

The NYCBC management approved the final draft on May 30, 2024.



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Appendix A: Bilingual Social Media Notice for CH685 NYCBC

	English	Chinese
	By participating and interacting in the CH685 NYCBC social media community, you agree to the following guidelines:	當您在 CH685 NYCBC 平台留言或是參與互動，即表示您同意以下守則:
1	Safety First: Always prioritize the safety of children, young people, and vulnerable adults in the digital realm.	安全第一: 首先，請考慮兒童、青少年和弱勢成年人群在使用線上社交平台的需要和安全。
2	Respectful Content: Do not post or share anything sexually explicit, inflammatory, hateful, abusive, threatening, or disrespectful.	發布尊重其他使用者的內容: 不要發布或分享任何性暗示、煽動性、仇恨、辱罵、威脅或不尊重的內容。
3	Treat Others Well: Treat others as you want to be treated. If you have criticism, consider how you would say it in person and the tone you would use to foster positive dialogue and reduce confrontations.	尊重其他使用者: 當您想表達批評意見時，請想一想您的用語和表達的方式，假如是面對面交談時會否造成衝突。請想一想什麼語氣能有效促進積極對話和減少對抗。
4	Honesty: Do not mislead others about your identity.	做誠實的使用者: 不要令其他使用者誤會您的身份。
5	Mind Your Digital Footprint: Remember that your words and actions online are permanent. Even with privacy settings, text and images shared can become public. Be mindful of your digital footprint.	注意您的線上言行: 請謹記您的言行在線上是永久保存的。即使有隱私設定，已發布的文字和圖像也可能被公開。請謹慎注意自己在線上的留言和行為。



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Appendix A: Bilingual Social Media Notice for CH685 NYCBC ... cont.

	English	Chinese
6	Think Before You Post: Think carefully before you post. If in doubt, do not post it.	發帖前深思熟慮: 請仔細考慮您將要發的內容。如果有疑慮, 請不要發布。
7	Constructive Engagement: Some discussions may involve strong disagreements. Apply values when expressing views positively and constructively.	建設性討論: 有些討論可能會演變成激烈的分歧。表達價值觀和觀點時, 應保持正面和建設性的態度。
8	Acknowledge Others' Work: Respect copyright, portrait rights, and fair use laws. Give credit where it is due. Do not share sensitive or confidential information and always fact-check content before sharing.	尊重他人的創作和知識產權: 尊重版權、肖像權和合理使用法律。給予應有的認可。不要分享敏感或機密信息, 並在分享前核實內容是否可靠。
9	Follow Platform Rules: Follow the terms and conditions of the social media platforms. If you see a comment that violates their policies, report it to the platform.	遵守平台規則: 遵守社交媒體平台的條款細則。如果您看到違反其政策的評論, 請向平台舉報。
10	Consequences for Violations: If you violate these rules and the terms and conditions of the social media platforms, your posts and comments will be removed, and your participation in the CH685 NYCBC community will be blocked without notice.	違規後果: 當您違反了以上守則和社交媒體平台的條款細則, 無需事先警告之下, 您發布的內容和評論會被刪除, 您參與 CH685 NYCBC 平台的資格也會被取消。
	By adhering to these guidelines, you help create a positive, safe, and respectful online community for everyone.	請遵守本平台的守則, 共同創造一個正面、安全和相互尊重的在線社區。



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