



OAC SOCIAL MEDIA POLICY (June 23)

(Previously, International Social Media Policy)

Reviewed June 2025 – no amendments (accepted at trustees meeting 10th June 25)

1. THE PURPOSE

1.1. The same principles and guidelines that apply to any OAC role in general, apply to activities online. However due to the nature of the Internet, more responsibility is to be expected.

1.2. Social media were created to connect, help others, inform and have fun.

1.3. Social media are also a valuable resource to learn about OAC and to contribute to effective evangelism.

1.4. Social media are more than just Facebook, Twitter and YouTube. They include blogs, online networks, web sites and any other Internet-based tools for sharing and discussing information.

2. EXPECTATIONS

2.1. Be helpful and supportive. Millions of others have access to this information.

2.2. Be respectful to our OAC staff, team members, co-workers, and even those from other ministries with whom we do not agree.

2.3. Everyone, individually, is responsible for what they post online. It should reflect we are ambassadors for Christ and representatives of OAC.

2.4. Make it clear the words and thoughts you write online are your own and may not necessarily represent the official position of OAC.

2.5. Speak in the first person (I not we) when referring to your ministry.

2.6. Everyone should choose for themselves if and how they use social media;

2.7. You are legally liable for anything you write or present online.



3. BE RESPECTFUL AND KIND

- 3.1. You are encouraged to share your insights, express your opinion, and share information as appropriate, especially when it is helpful to others.
- 3.2. Try to add value to what others are doing and saying.
- 3.3. Post knowledgeably, accurately, using appropriate professionalism.
- 3.4. Be quick to correct your own mistakes and admit when you are wrong.
- 3.5. Don't use insulting language or criticise the ministries of others.
- 3.6. Don't engage in unacceptable discussions. – Be totally above reproach in what you communicate and how you do it.
- 3.7. Be considerate of others' privacy and topics that could be considered personal, such as personal prayer requests, ministry struggles, etc.
- 3.8. don't criticise the ministry approach / effectiveness of other missionaries.

4. IDENTITY

- 4.1. Be smart about protecting yourself and your privacy online.
- 4.2. Your online presence reflects OAC world-wide. Be aware that your actions captured via images, videos, posts, or comments directly reflect OAC.
- 4.3. Unless given permission by your Director, you are not authorised to speak on behalf of OAC or give the impression that you do so.
- 4.4. Posting online anonymously, using pseudonyms or false 'screen' names is discouraged. OAC believes in honesty and appropriate transparency.
- 4.5. When appropriate, please direct others to the official website and social media accounts of the mission.



5. COMMUNICATION, CONFIDENTIALITY AND PROPRIETARY INFORMATION

5.1. We believe in good communication between OAC staff, partners, team members, missionaries from other organisations and the public.

5.2. Never reveal any confidential and/or proprietary information.

5.3. Never identify donors, fellow missionaries, family members, team members, or anyone else by name without permission.

5.4. Do not cite or reference donors, fellow missionaries, team members, or others without their approval. If you do make a reference, link back to the source if possible.

5.5. Always respect copyright and trademark laws, including logos. This may include information published by OAC.

5.6. Do not plagiarise other's work. Seek permission to use and acknowledge the source, as appropriate

5.7. All official OAC online communications ' should be treated in the same manner as ' published OAC materials.

5.8. Directors or team leaders may ask OAC representatives to remove or repair any online communications.

5.9. Questions about information released to the public should be addressed to your director or team leader. Contact should be made prior to releasing information that could potentially harm anyone connected to OAC, including yourself and others.

5.10. Be aware of political and religious sensitivities in certain countries