



An Important Note about Social Media

We are delighted that women are so passionate about Moms in Prayer that they are eager to get the word out through every possible medium!

With the ever-changing and accessible social media available today, we want to be careful to portray Moms in Prayer International as one united ministry, calling the women of the world to pray for children and schools. While supporting local Facebook closed groups, we do not want them to detract from the Moms in Prayer International page where women can see that they are a part of a global ministry.

SOCIAL MEDIA GUIDELINES

- **FACEBOOK:** We are thrilled that you would like to get the word out about Moms in Prayer via Facebook. However, we need to ask you to register your group on FB in the following manner:
 1. We recommend keeping your group **CLOSED** unless you are willing to monitor it daily. Even though most people who find you will be kind, there are a few who could post comments that would not be pleasing to the Lord. So, prayerfully consider whether you can monitor a group page closely enough to afford for it to be public. The choice is yours.
 2. Name the group “Moms in Prayer (City, State)”, for example, “Moms in Prayer Santa Barbara, California.” If you live outside the U.S., name the group “Moms in Prayer (City, Country)”, for example "Moms in Prayer London, England." We ask this so that “Moms in Prayer International” is only used for our main Facebook page to avoid confusion.
 3. If you need to change the name of your current page:
 - Click "About" below your Page's cover photo
 - Click "Page Info" in the left column.
 - Hover over the Name section and click Edit.
 - Enter a new name and click "Save Changes."
 4. Send the name of your group or page and the name and contact information of the admin person for your Facebook page to Communications@MomsInPrayer.org
 5. In the “About” section, please write a description such as this, “We are an enthusiastic group of prayer warriors who impact our kids and schools for Christ by gathering to pray in a Moms in Prayer group in the (City, State) or (City, Country) area. We would love for you to join us! Please note that this particular group is local. To see the official Moms in Prayer International page (and we highly recommend it) go to www.facebook.com/MomsInPrayerInternational
 6. Event invites are OK for small Moms in Prayer events where a person does not need to pay upfront. Event invites are NOT suggested for big events that require a deposit and that include room and board. When a person marks that she is attending on FB, she might not realize she needs to officially register elsewhere.
- **BLOGS:** We have a Moms in Prayer blog that is very popular. Please do not create a Moms in Prayer blog for your area or state. If you or the women in your state or region have a personal blog, feel free to share about Moms in Prayer and link to pages on our website. Also, let us know so we can share it on the main Moms in Prayer blog. Contact Communications@MomsInPrayer.org

- **VIDEOS:** Small videos taken at local groups or events are fine, but they should NOT be shared via any social media platform unless approved by Moms in Prayer International. Please do not create a Moms in Prayer YouTube channel. Send requests to Communications@MomsInPrayer.org
- **Twitter, Pinterest, Google+, Linked In, Instagram, YouTube, and other social media sites:** Please only promote Moms in Prayer through your personal accounts. **Please do not create accounts for your specific region, state, area or group.** As you promote Moms in Prayer through your own personal accounts, you do so in a way that's much more authentic and trustworthy than if you were promoting Moms in Prayer for a region/state/area account.
- **CONFIDENTIALITY:** Please remember that all your posts, updates, and shares should consider the confidentiality we hold dear in our prayer groups. Posting personal details and sensitive prayer requests about others is prohibited.
- **SHARING IS GREAT!** The best way to grow excitement about Moms in Prayer on social media is to share from our official Moms in Prayer International pages! Please use the #MomsInPrayer and #MomsPowerPrayers hashtags often.
- **WE ADHERE TO THE ASSOCIATED PRESS SOCIAL MEDIA GUIDELINES:**

The following is adapted from the AP guidelines for Moms in Prayer leadership and employees:

The Social Media Guidelines are designed to advance the Moms in Prayer brand and leaders' personal brands on social networks. These guidelines encourage leaders to be active participants in social networks while upholding our fundamental value that leaders should not express personal opinions on controversial issues of the day. Nothing in this policy is intended to abridge any rights provided by the National Labor Relations Act.

ACCOUNTS

All Moms in Prayer leaders/employees are encouraged to have accounts on social networks. This has become an essential tool for us to engage with the community and share links to our work. We recommend having one account per social media network that you use both personally and professionally. Employees/leaders must identify themselves as being from Moms in Prayer if they are using their accounts for work in any way. You don't have to include MomsInPrayer in your Twitter or other usernames, and you should use a personal image (not a Moms in Prayer logo) for the profile photo. You should identify yourself in your profile as a Moms in Prayer leader or employee. **Posting proprietary or confidential material is prohibited.** Employees/leaders should not include political affiliations in their profiles and should not post anything that expresses political views.

OPINION

Moms in Prayer leaders/employees must be aware that opinions they express may damage the ministry's reputation. Moms in Prayer leaders/employees must refrain from declaring their views on contentious public issues in any public forum.

PRIVACY

Leaders/employees should be mindful that any opinions or personal information they disclose about themselves or colleagues may be linked to the Moms in Prayer name. This is true even if leaders restrict their pages to viewing only by friends. We recommend customizing your privacy settings on Facebook to determine what you share and with whom. However, as multitudes of people have learned all too well, virtually nothing is truly private on the Internet. It's all too easy for someone to copy material out of restricted pages and redirect it elsewhere for wider viewing.

INTERACTING WITH USERS

Moms in Prayer is strongly in favor of engaging with those who consume our content. Staffers should feel free to ask their followers on social networks for their opinions on our material. They're also encouraged to answer questions about their areas of coverage that are directed to them on social media, as long as they answer in a way that's consistent with the Moms in Prayer [policies](#) and Social Media Guidelines.

Most feedback we receive is constructive and any substantive criticism of our content should be taken seriously, however it may be phrased. Leaders/employees should notify supervisors as soon as possible of errors or potential errors, whether in their work or that of a colleague. Beyond that, responses to our audience can largely be guided by the nature of the comments that we receive.

A thoughtful note from a member that leads to a correction by us deserves an email or tweet of thanks (try to avoid repeating the original error). If someone offers a businesslike criticism of a story or image but has their facts wrong, it's good to reply, time permitting, to clarify the facts. However, it's best to avoid protracted back-and-forth exchanges with angry people that become less constructive with each new round. Abusive, bigoted, obscene and/or racist comments should be flagged to the Director of Media and Communications immediately. Please send correspondence to Communications@MomsInPrayer.org

OTHER THINGS TO KEEP IN MIND

I. Any response we make to a reader or viewer could go public. Email, Facebook messages and Twitter direct messages may feel like private communications, but may easily find their way to blogs, attorneys and others.

II. Any incoming message that raises the possibility of legal action should be reviewed by the Director of Media and Communications before a response is made. Please contact Communications@MomsInPrayer.org

DELETING TWEETS

Twitter.com allows us to delete tweets we've sent. Deletion, however, removes the tweet only from Twitter.com and perhaps some other Twitter clients. Tweets of ours that have been retweeted or reposted elsewhere will still remain publicly visible. If you believe a tweet should be deleted, contact the Director of Media and Communications at Communications@MomsInPrayer.org to discuss the situation.

CORRECTIONS

Erroneous tweets or other social media posts need to be corrected as quickly and transparently as possible. This applies to Moms in Prayer-related tweets or posts on personal accounts as well. What you will need to do is tweet or post that we made a mistake and explain exactly what was wrong. Serious errors need to be brought to the attention of the Director of Media and Communications.

Updated November 24, 2015