



SOCIAL MEDIA GUIDELINES

Active Moms in Prayer (MIP) leaders and leadership may set up a Facebook page/group, an Instagram page or a social network texting platform. By using Moms in Prayer on the name of the account you are agreeing to adhere to the social media goals, standards and page set up requirements for the account.

SOCIAL MEDIA GOALS:

The goal of Moms in Prayer social media is to outreach, encourage and equip all Christian women in our communities by continually pointing them to the mission and vision of Moms in Prayer. As an outreach our focus should be drawing women into a MIP group. Our pages should offer encouragement to both the individual women and to MIP groups. The focus should be to equip women in the 4 steps of prayer and direct them to MIP resources. Our desire is to portray Moms in Prayer International as one united ministry, calling the women of the world to pray for children and schools.

STANDARDS FOR MOMS IN PRAYER SOCIAL MEDIA:

- Be mindful you represent Moms in Prayer as you facilitate a MIP named social media account page/group/platform.
- Be mindful that no social or political issues are to be posted or discussed because these can be divisive.
- Be mindful not to post advertising of any kind.
- Be mindful to respect privacy & maintain confidentiality.
- Please use #momsinprayer and tag the MIP Facebook and Instagram pages often.
- Be mindful that posts need to pertain to the MIP mission and vision in order to keep our ministry untarnished, pure and globally unified.
- Be mindful MIP social media accounts include only Facebook and Instagram. Do not create a Twitter, Pinterest, Linked In, YouTube, Podcast, Blog, or other non-texting social media sites using the MIP name.
- Be mindful that social media texting platforms can use the MIP name for WhatsApp, WeChat, Kakao Talk and any other global texting platform.
- Be mindful to not redirect women away from MIP by including non-MIP links
- Be mindful Prison Outreach information should never be shared.
- Please repost, share or highlight helpful content and resources on the main MIP Facebook, Instagram, YouTube, Podcast, Blog, Pinterest and MIPI website pages.
- Be mindful to only use short video clips taken at local events but do not record an entire event and use it to post. Please make sure you have received permission from anyone in a video to be shown and are following any data protection requirements for your area.
- Be mindful that you are a representative of a MIP social media account and respond graciously to Facebook or Instagram messages as they may feel like private communications, but may easily find their way to blogs, attorneys and others.
- Be mindful to delete any inappropriate comments submitted/posted and to quickly and as transparently as possible correct any erroneous social media posts or comments.
- Be mindful to graciously redirect texts back to a MIP focus on texting platforms.
- Be mindful when no longer using the account to delete it, deactivate it or pass it on.

FACEBOOK PAGE/GROUP SET UP:

- Please keep your group private unless you are willing to monitor it weekly. If so, feel free to make it public.
- 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 and/or Province, 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.
- If you need to change the name of your current page: Click “More”, then, “Edit Group Settings.” Change “Group Name.” Scroll to bottom and click “Save.”
- Send the name of your group or page and the name and contact information of the admin person for your Facebook page to Media@MomsInPrayer.org
- In the “About” section, please write the description, “We are a local group of moms who gather to pray for children and schools in (City, State) or (City, State or Province, Country) area, in order to impact them for Christ. We would love for you to join us! To see the official Moms in Prayer International page, go to www.facebook.com/MomsInPrayerInternational”

INSTAGRAM PAGE SET UP:

- Please make your username “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 and/or Province, Country),” for example, “Moms in Prayer London, England.” We ask this so that “Moms in Prayer International” is only used for our main Instagram page to avoid confusion.
- In the “bio” section add: “We are a local group of moms who gather to pray for children and schools in (City, State) or (City, State or Province, Country) area, in order to impact them for Christ. We would love for you to join us! @momsinprayer”. Tag us in the bio so people can also be pointed to our main Instagram. Then, under “website” add momsinprayer.org.
- Send your username and contact information of the admin person for your Instagram page to Media@MomsInPrayer.org.

SOCIAL MEDIA TEXTING PLATFORM SET UP:

- Name the group “MIP (City, State),” for example, “MIP Santa Barbara, CA”. If you live outside the U.S., name the group “MIPI (City and/or State or Province, Country),” for example, “MIPI London, England.” For Spanish speakers we suggest MUPO (City, State or Province, Country). **You do not need to change a preexisting group name of MIPI, MIP, MiP or MiPi.*
- When setting up a group text using iMessage or SMS messages you do not need to use the above naming convention.
- Please keep your group size related to your area by following the organizational structure of Moms in Prayer International.

POSTING ON NON-MIP SITES:

Active members, leaders and leadership may use/list/share the name Moms in Prayer on non-MIP pages as long as they adhere to the [Core values and guiding principles](#) and [policies](#) when posting. The Moms in Prayer Logo is the trademark of the ministry and its use requires the permission of Moms in Prayer International headquarters.

QUESTIONS:

For questions regarding social media in the USA contact Media@MomsInPrayer.org. For questions regarding social media outside the USA contact International@MomsInPrayer.org.