

TO: CCC Executive Council

FROM: CCC Facebook/Social Media Task Force – Trish Esposito, Dave Main, David Lyons, Jordan Johnson, Rev Matt Braddock

DATE: May 2, 2011

RE: Recommendations

- 1) Recommend that staff members (Sr. Minister, Minister for Adults, Minister for Children/Youth, Director of Music) have their own CCC professional profile Facebook page for communication to church members/friends and wider community. This would be separate from their personal Facebook page. There would be link from the CCC fan page and future CCC group pages to the staff pages.
- 2) Recommend church starts with a CCC fan page and expand from there.
 - Allow for external communication of general information – events, minister messages
 - Allows controls for posting – only administrators can post
 - Open to everyone
 - Administrators (2-3 persons) duties would be approving “fans” and monitoring wall and postings
 - Have a link from fan page to CCC website
 - Have links to staff professional pages
 - Any pictures would not include names
- 3) Recommend once CCC fan page is up and running, expand to the CCC Retreat House Task Force Group page and a CCC Youth Group page.
 - a. Retreat House Facebook Group –closed group:
 - Open to anyone with a past or current connection to the Retreat House
 - Purpose is to generate community around the Retreat House as we begin the renovation of the Retreat House and a place for members and friends to share photos and reflections.
 - Administrator – (2 persons) will need to admit members to group and monitor site at least daily for appropriate content and remove content not appropriate and remove group member.
 - For group members allow posting and viewing of photos, videos, word text on wall.
 - First names only for photos.
 - b. CCC Youth Group – closed group :
 - 9th – 12th grade only
 - Purpose is to make announcements and communicate about CCC Youth related events and share info such as pictures and reflections from events

- Administrators of site to admit current youth at the start of each program year
- Administrators (3 persons) – youth staff person, youth committee leader, youth member – Administrators to monitor site at least daily, remove any inappropriate content and remove any appropriate group member.
- Add to current Youth Covenant a section about CCC Youth page and appropriate conduct.
- Need to include Facebook administrator in CCC position description
- For group members allow posting of youth group related wall text, photos, and video.
- No names on photos and no tagging of photos
- Goal is to have this site and policy ready for September 2011 program year.

4) Recommend to Personnel Committee and Board of Trustees:

- a) Staff job descriptions be revised to include Facebook/social media Administrator duties
- b) A Professional Staff Social Media Terms and Conditions contract – see draft attached