

First Presbyterian Church – Waynesville
Facebook Guidelines
October 2017

Facebook provides the church with an important social media avenue to keep viewers aware of church happenings and updates about our very active congregation. It also serves as a key method by which visitors and prospective members find our physical location and learn something about us. Through both Facebook and our website we want to demonstrate the culture of our church and who we are....some words that capture this includes:

- Inclusive/Open
- Welcoming
- Caring
- Happy
- Friendly
- Involved

Our Facebook presence is a business page and differs from a personal profile in several ways including:

- Unlike a personal profile, business pages do not require permission to view them. Anyone can see our page.
- Anyone who sees our page can “like”, “comment” or “share”....which is good. When someone shares our post, their friends see the post in its entirety. When someone comments on a post, their friends see the comment and a link to our business page. When they like our post, their friends see that they liked the post and a link to our page.
- An administrator(s) is the only person that can post to our Facebook business page but anyone in the congregation can send a request for a post. Currently Stan Briggs and Drew Schrader are our administrators.

Some general guidelines if you wish to forward a post request:

- Posts that focus on the activities of the church....is it something that a visitor or prospective member would find interesting?
- Posts that highlight our activities within the Haywood County/Western Carolina community.
- Posts that highlight special events within our community....those where we have some involvement or not. Again something a visitor would find interesting.
- Posts that highlight our local and international mission work.
- Avoid postings that are political in nature or that would have the potential to be controversial...our Facebook page is not the place for this type of discussion.

Remember Facebook (and our website) is our “face” to the outside (visitors, prospective members, interested parties, web surfers, etc.). In many cases this is the only way some of these people will interact with our church....let’s make it very positive!