

**Executive Board**

05/19/26

**Administration Support Committee**

05/18/26

**Item of Recommendation:** Revise policy 809.1 – Social Media Policy

**Highest Authority  
For this item:** Executive Board

**Originating Source:** Human Resources

**Background:** Policy 809.1 – Social Media Policy purpose is to set the expectation with managers and employees to discuss when this is a job requirement, making sure job descriptions are inclusive of this information, and potential new hire are aware before they start working for TXB.

**Background Attachments:** A redline version of Policy 839 is included below.

**Recommendation:** The recommendation is to update the policy to add a paragraph that gives some guidance around TXB jobs that may require or request an employee post Texas Baptist supporting material on their own personal social media sites.

**809.1**

**SOCIAL MEDIA POLICY**

Social media and networking sites are powerful tools to strengthen our ministries. Social media can take many different forms, including Internet forums, blogs & micro blogs, online profiles, wikis, podcasts, pictures and video, e-mail, instant messaging, and music-sharing, to name just a few. Examples of social media applications include but are not limited to: LinkedIn, Facebook, MySpace, Wikipedia, YouTube, Twitter, Yelp, Flickr, Second Life, Yahoo groups, Wordpress, and ZoomInfo.

When employees participate in social networking, they represent both themselves personally and BGCT. While engaging in online social media, please remember that employees are expected to comply with Policy 805 (Code of Ethics for Business and Ministry Practices). Per this policy, “Personal and professional conduct of employees reflects upon the institution itself and influences how others perceive BGCT.”

Similar to the personal use of other communication media (phone, e-mail, etc.) while at work, employees may use the BGCT’s electronic devices for personal social networking on a limited basis, such as before or after work or during work breaks. **However, some positions within the BGCT may encourage or require personal social media usage and content to help support and/or promote BGCT initiatives and or functions. These requirements should be limited to BGCT work specific events or**

tasks. Positions that require social media usage on behalf of BGCT should be reflected in the job description and expectations should be discussed and agreed upon between the employee and their supervisor(s). All social media posts made on behalf of BGCT should follow the guidelines outlined in this policy.

The following guidelines clarify what is appropriate online conduct and how to avoid the misuse of this communication medium:

- A. Do not post any financial, confidential, sensitive or proprietary information about BGCT or any of our related institutions, clients or members.
- B. Speak respectfully about our current, former and potential members, church partners, institutions, employees, competitors, vendors and business partners. Do not engage in name-calling, obscenities, slurs, personal attacks or behavior that will reflect negatively on you or BGCT's reputations. Beware of comments that could reflect poorly on you and the BGCT. Social media sites are not the forum for venting personal complaints about supervisors, co-workers, or the organization.
- C. As a BGCT employee, be aware that you are responsible for the content you post and that information remains in cyberspace forever.
- D. Use privacy settings when appropriate. Remember, the Internet is immediate and nothing posted is ever truly private nor does it expire.
- E. If you see unfavorable opinions, negative comments or criticism about yourself or BGCT, think through any action and do not try to have the post removed or send a written reply that will escalate the situation. If you feel action is required, forward this information to our internal Human Resources or Communications.
- F. Be respectful of others. Think of what you say online in the same way as statements you might make to the media, or e-mails you might send to people you don't know. Stick to the facts, try to give accurate information and correct mistakes right away.
- G. When posting to social media sites, be knowledgeable, interesting, honest, and add value. BGCT's outstanding reputation and brand is a direct result of our employees and their commitment to uphold our core beliefs.
- H. Do not infringe on copyrights or trademarks. Don't use images without permission and remember to cite where you saw information if it's not your own thoughts.
- I. Be aware that you are not anonymous when you make online comments. Information on your networking profiles is published in a very public place. Even if you post anonymously or under a pseudonym, your identity can still be revealed.

J. Understand that just because something is legal or not offensive to one group, it might still be inappropriate to post as a BGCT employee. For example, posts that are political in nature or support alcohol or tobacco would most likely be offensive to some of those in the Texas Baptist family.

K. Be conversational; be yourself.

L. Strive to make social media posts that do not require a disclaimer. That is to say, positive and inoffensive. i. If you express an opinion that may not represent Texas Baptists, use a disclaimer like this: The views expressed on this website/weblog are mine alone and do not necessarily reflect the views of Texas Baptists.

M. If contacted by the media, refer them to Communications.

The BGCT may monitor content out on the web and reserves the right to remove posts that violate this policy. Users who violate the Policy may be subject to discipline, up to and including termination of employment.

~~5/20/14~~ 05.18.2026