



Grace Cathedral Social Media Community Guidelines

As part of its mission to share the love of Jesus through compassion, inclusivity, creativity and learning, Grace Cathedral is active on social media. We strive to ensure that the content we share is consistent with our values—including being compassionate, respectful and factual—and does not infringe on copyright, intellectual property or confidentiality.

We have Facebook, Instagram, Twitter and YouTube accounts.¹ The cathedral greatly values when people share and comment on cathedral life on the cathedral's or their own social media accounts. We wish everyone to have a good experience and feel heard, respected and safe on cathedral social media. For this reason, we have the following short list of guidelines for our social media community (the people who follow or participate in our social media). They apply to all our social media accounts.

1. We draw on social media channels' official terms of use and expect our community to do the same. Social media channels such as Facebook and Twitter have terms of use or terms of service to ensure behavior on the sites is appropriate, which generally means respectful, safe, legal and constructive rather than destructive. We use those terms in assessing questionable comments or activity on our channels.

2. We encourage and greatly value input from the community, but we do not allow inappropriate content and behavior, and we reserve the right to remove such content and to block the poster. Such content and behavior includes:

- Profane, defamatory, offensive or violent language
- Posting deliberately disruptive statements meant to hijack comment threads or throw discussions off-track, including persistent negative and one-sided comments that continue despite cathedral staff reaching out to address comments or concerns
- Hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs or to harass any individual or group
- Links or comments containing sexually explicit content material
- Discussion of illegal activity
- Spam, link baiting or files containing viruses that could damage the operation of other people's computers or mobile devices

¹ As of October 2018, Grace Cathedral has Facebook, Instagram, Twitter and YouTube accounts. The Dean of the cathedral, the Very Rev. Dr. Malcolm Clemens Young, has a Facebook and Twitter account. Yoga on the Labyrinth has a Facebook, Instagram and Twitter account, and The Vine has a Facebook account.

- Acknowledgement of intent to stalk an individual or collect private information without disclosure
- Commercial solicitations or promotion
- Violations of copyright, intellectual property rights or confidential or proprietary information
- Content determined to be inappropriate, in poor taste or otherwise contrary to the purposes of the cathedral's social media accounts

3. We distinguish between critical comments and inappropriate ones.

Only God is perfect, and we welcome feedback on areas where social media community members feel we have fallen short or could improve. Our policy is when we observe such a comment, we try to reply promptly via the channel. If the issue is not simple, we may suggest offline contact, which can be a more constructive way to resolve complicated concerns. While we truly welcome all feedback, per the second bullet point under item 2 above, we consider persistent negative, one-sided comments inappropriate after we have reached out to resolve the concerns, and thus reserve the right to remove such comments and block the poster.

4. We aim to respond promptly and effectively on social media, subject to our circumstances as a nonprofit with a small staff.

While we greatly value and encourage active engagement in our social media, the amount of time we can spend monitoring all numerous social media channels is limited by resources. If you have an urgent or sensitive matter, please consider emailing or telephoning us through the contact information on our website. Our main email address is reception@gracecathedral.org and the main telephone number is 415-749-6300.