



SOCIAL MEDIA CONTENT PUBLISHER QUICK REFERENCE GUIDE

Your Role

As a **Content Publisher**, you are authorised by the Church Council to prepare and publish content on GUC's official social media accounts. You help communicate the life, ministry, and values of the Church in a way that is accurate, respectful, and aligned with our mission.

What You Must Do

1. Use Only Official Accounts

Publish content only through GUC's approved social media accounts. Do not post GUC content from personal profiles.

2. Follow GUC Policies

All content must comply with:

- GUC Social Media Policy.
- GUC Privacy Policy.
- Uniting Church Synod of NSW & ACT Media Guidelines.

3. Protect Privacy

Never post:

- Personal information without consent.
- Pastoral or sensitive matters.
- Photos of individuals without permission (especially children).

4. Maintain GUC's Voice and Values

Content must reflect:

- The ethos and teachings of the Uniting Church.
- GUC's tone: welcoming, respectful, inclusive, community-focused.
- Accuracy, clarity, and kindness.

5. Ensure Content Quality

Before posting, check that your content is:

- Factually correct.
- Spelled and formatted correctly.

- Timely and relevant.
- Consistent with GUC branding and messaging.

6. Moderate Responsibly

If you see comments or messages:

- Respond only if it is routine, safe, and within your authority.
- Do not respond to criticism, conflict, or sensitive issues.
- Escalate concerns to the Church Council or an Administrator.

7. Keep Accounts Secure

- Do not share passwords.
- Report any suspicious activity immediately.
- Log out of shared devices.

What You Must Not Do

- Mix personal opinions with official GUC communication.
- Post unverified, speculative, or sensitive information.
- Share content inconsistent with the ethos or values of the Uniting Church.
- Respond emotionally or defensively to negative posts.
- Imply you speak for GUC outside your authorised role.
- Use personal accounts to publish official content.

Posting Checklist (Quick Scan Before You Publish)

✓ Is this accurate?

✓ Is this appropriate for the public?

✓ Does this reflect GUC's values and tone?

✓ Does this protect privacy?

✓ Am I authorised to post this?

✓ Would I be comfortable with the Church Council reading this?

If any answer is "no" or "I'm not sure," pause and check with an Administrator or the Church Council.

When to Use a Disclaimer

Use a disclaimer **only** when posting personal content that could be mistaken for an official view. Approved wording:

Shared for personal interest; this content is not affiliated with or endorsed by Gungahlin Uniting Church.

Need Help or Unsure About a Post?

Contact: **Church Council** or a **Social Media Administrator**.