



— Diocese of —
Hereford
Proclaiming Christ ✦ Growing Disciples



Church Communications Guide

- Summer 2022 -

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This communications guide has been produced to support you in engaging with the media, tell your story as a Christian and speak on behalf of your church community.

There are lots of great things going on in our churches, large and small. Speaking to the traditional media and using social networks allows these stories of hope and joy to be told.

Often you may want to bring an activity or a service to the attention of people who are unaware of what their local church is doing. There are many ways for us to demonstrate the positivity in our church communities. Good news stories are sought after by TV and radio stations and by local newspapers.

However, none of these is a substitute for meeting people face to face and sharing the Good News by inviting someone personally to an event or occasion.

The communications team are here to advise you on all aspects of publicity, church welcome and media opportunities. We are also here to help you deal with the press spotlight at specific times of need.

Thank you for considering how you might share your story of faith with others.

I hope that you find this guide useful and do ask if you need further help.



Sarah Whitelock
Communications Director





- News is about something new, unusual or unexpected
- News is somebody ordinary doing something extraordinary
- News is about someone important
- News is immediate and fast
- News is just a 'row'

Topicality and proximity are important. People are more likely to be interested in information (news) about something that relates to their lives and where they are located. People listen, watch or read with a filter of 'what is relevant to me?'

Personalities or people in positions of responsibility are naturally more interesting than someone unknown. News is also about power – it centres on people who can make things happen.

News is about superlatives – the oldest, newest, first, best, biggest of something.

News is also about money and information.

News is not always good but also not always bad.

These pointers can be helpful reminders when deciding what information or new scheme from a church is likely to attract media interest. It can also be useful to trigger any necessary action in relation to a particular event or aspect of church life which could attract press attention.

It is vital that, as a church, we ensure our positive stories are prominent in the media so that they come to the attention of the wider community.



Journalists at any local newspaper and radio station are busy people, but they are interested in what local churches and Christians are doing. Newspapers, TV and radio newsrooms need a large number of stories. The aim, if you are pro-actively looking for media attention, is to catch the eye of the busy reporter. The best way to do this is to make their job as easy as possible with a well written and eye catching media release. Newsrooms have fewer staff than ever and now have to sustain constant demand for news stories for their website and social media channels.

Think about the timing of your release. This is important because different media organisations will have different deadlines. The local TV coverage is geared towards the main bulletins at lunchtime, teatime and last thing at night. Whereas local radio will often also look for stories for the breakfast and drive time (early evening) shows, they also have programmes and bulletins throughout the day. Specialist programmes are aired weekly or at another frequency.

Local newspapers can be daily, such as the Shropshire Star or weekly, as in the case of the Hereford Times. As well as these deadlines the newsrooms will also be looking for stories for their website and social media channels.

Be aware also of the editorial areas covered; the Ross Gazette for example would not be interested in a story about a church in Leominster.

BBC Hereford and Worcester and BBC Radio Shropshire both have Sunday morning religious programmes and specialist producers who work towards them. You can find their details in our local media contacts as part of this guide.



What can you do?

- Do send regular media releases
 - Send in your community activities to be listed on radio and newspaper event guides
 - Send, or ideally, email your parish magazine, email newsletter or pew sheet to your BBC Local Radio Faith Producer
 - List your groups and activities on local listings websites such as *What's on in Hereford* and on village or local Facebook pages.
 - Comment on local issues. Encourage church community members to contribute to the letters pages of your local newspaper and phone in to your local radio station. It is important that as Christians we play our part in wider debate and discussion.
 - If your local newspaper lists church services then make sure, yours are included and that they are correct.
 - Utilise your church Facebook page, Twitter or Instagram accounts.
 - Consider spending a small amount of money on an advertisement on Facebook or in the local press, if you have a big event on.
 - Think about how you can get a mention for your church around the major festivals, such as Christmas, Easter, Harvest and Mothering Sunday.
 - Mark anniversaries and arrivals. Plan for media coverage for your events or if you are going to have a special visitor. If you have an unexpected important guest then do get some photos and a quote from them!
 - A new way of doing something, a different type of service or a change of circumstance can also make the news.
 - Listen to the radio and read the news online - you may spot an existing story which someone from your church community has an interesting viewpoint on. Consider putting them forward as a contributor to your local radio station or newspaper.
- Find out the name and contact details of your local newspaper reporter or their newsroom
- Hereford Times:
news@herefordtimes.com
- Ledbury Reporter:
news@ledburyreporter.co.uk
- Ludlow Advertiser:
lanews@midlands.newsquest.co.uk
- Ross Gazette:
jo@rossgazette.com
- Shropshire Star:
newsroom@shropshirestar.co.uk
- South Shropshire Journal:
ludlowreporters@shropshirestar.co.uk



Media releases are also called press releases, press notices and news releases. For the purpose of this guide, we will call them media releases, but they are all the same thing.

A media release is a way of getting coverage for something which is newsworthy. It is a way to make journalists aware of a story they will want to cover about your church. Media coverage is not free advertising.



Tips on writing a media release:

- It is important to be clear who is sending the release, when it was written and who the main contact is. Also, detail when it can be used from. For example, mark it 'for immediate release' or give a date from when it can be used. Try and think of an angle; 'why someone should care', what is it that is interesting? However, most of all be clear what the story is about – start with the basics and then bring in limited background further down the release.
- Write a good short headline which tells the story.
- Put the facts in a descending order of importance.



- Try and fit it onto one side of A4 where possible and write it how you would want it conveyed. If it is in a sensible order and provides good content then it could potentially run with very few changes.
- You can refer to the news section of the diocesan website for ideas on how a media release should be laid out and the style it should be written in.
- Use quotes when you can. Somebody's opinion, knowledge or personal story can bring a story to life. Remember it does not always need to be the vicar.
- Use short sentences and keep sub clauses to a minimum to keep your story crisp and informative. Local newspapers and radio stations write stories simply to appeal to the widest audience; they have to be easy to read. The average reading age in the UK is nine-years-old and journalists will be writing in a style to reflect this.
- Make yourself accessible when it comes to interviews and photograph opportunities.
- Give the media a mobile number and/or your email .
- Tell us about your stories and we can do a lot of this for you!

- Try also to keep the church language to a minimum. Write for a non-churchgoing audience, as this is who you are looking to speak to through a media release.
- If there is a potential photo or filming opportunity then make sure you mention it and say when it is.
- Choose a simple headline to convey the story. Sometimes this can be the best place to start to focus your writing.
- Think about the delivery of your news release – a good email title which can be the media release headline and a few short introductory sentences about the story and why the journalist should care are helpful in the body of the email. Busy journalists can filter their emails through email subject lines so encourage them to open yours.
- Give relevant local details and explain where your church is – the saint's name alone may cause confusion. You should not assume that the reader knows anything about your church.
- Consider explaining in simple terms where your church is. Often benefice names are hard for people to understand. It can be helpful to describe your church by the area it serves instead.
- Establish media contacts by phoning the relevant radio, TV station or newspaper and asking for the best person to send your story to. Email the press release to the named journalist. Keep a copy of everything you send so you can refer to it if asked.
- Timeliness is key. If you are commenting on an important issue don't wait until six weeks afterwards, news is immediate and fast and the world soon moves on while you are finely crafting your news release.
- Follow it up with a phone call and if your story was not used and try to find out why. This is not only a learning exercise but it will also help build a relationship.
- Do feel free to ask for help from the communications team.

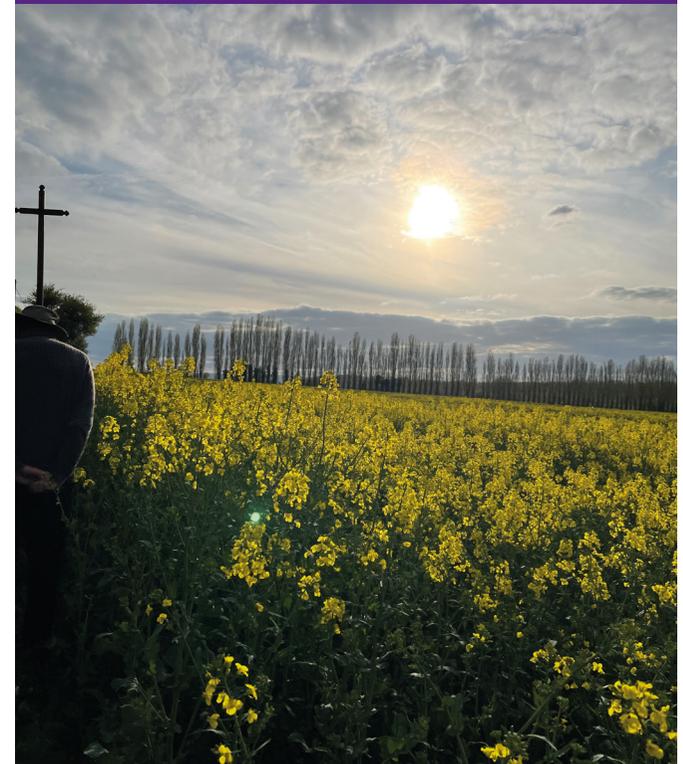
Email: comms@hereford.anglican.org

Facebook: [@HerefordDiocese](https://www.facebook.com/HerefordDiocese)

Twitter: [@HerefordDiocese](https://twitter.com/HerefordDiocese)

Instagram: [@HerefordDiocese](https://www.instagram.com/HerefordDiocese)

Communications WhatsApp/mobile:
07889 186316



When answering a call or an email from a reporter try to ask the following questions:

- Name and position of caller?
- Title of newspaper, radio or television station and programme or website? Or are they a news agency?
- Staff or working in a freelance capacity?
- What is their telephone number and email address?
- What are they calling about?
- What contribution are they looking for?
- What timings are involved? (When is the contribution needed by?)
- Offer to call back or ask them to call you back to give you some thinking time. If it is a very simple inquiry then deal with it straight away so that it does not grow.

In that time think about what you are going to say – work out a course of action, a possible statement or bullet points to work off. If others need to be consulted or contacted, then do this.

Try to be brief and to the point. Reporters work under pressure and will appreciate straight-forward conversation and clear information.

Contact the communications team for further guidance or advice – we would much rather find out this way than to read it in the paper.

The world moves fast now. If the nature of the matter could be significant or causes you any concern do please let us know even if it is out of office hours. We are here to help. We have an out of hours phone number for the communications team: **07889186316**



Some other points

- Be factual and clear when giving information to the media in a firm and friendly manner. When you speak to a reporter, you are speaking to the individual at home who is watching or hearing you.
- Always answer questions in your own words and in complete sentences. A yes or no to a loaded question can have startling consequences.
- Reporters are usually generalists, so their specialist or indeed church knowledge may be limited. They are not employed to know the facts but how to find them.
- Journalists write for their audience so expect to see your words paraphrased. The more clearly and simply you speak the less this will happen.
- A good reporter will accept nothing at face value and so be prepared to be cross-examined. Think what people hearing about the issue for the first time would want to know, so don't assume knowledge of the intricacies of a particular issue.
- Do not be bullied. You are not bound to answer every question. Try to control the interview in an astute and gentle way.
- Be positive. A denial or a no comment can be unhelpful. Situations can quickly magnify if people refuse to talk, so be helpful and a reporter will usually respond in the same way.
- Do not flannel – if the interview is not live then offer to call the reporter back with further details.
- If you do not want it reported then do not say it. Try to give the reporter facts, which will dictate the angle of the interview.
- Remember a newspaper journalist can put everything you say to them into print but radio and television should usually give you notice that they are recording.



If you are contacted by a newspaper, radio, TV or news agency reporter it would be helpful if you informed Sarah Whitelock, Communications Director and the matter it relates to so that she can advise where necessary. She can be contacted on email comms@hereford.anglican.org or on 07889 186316.

In advance of the interview you can expect:

- The interviewer to explain to you the subject and scope of the interview but not the questions, before they start recording or broadcast.
- They should say where, when and how much of the material they anticipate using.
- They should be honest about the other people taking part in the feature and who else they are speaking to. This is particularly relevant if you are asked to take part in a debate or discussion.
- If it is a recorded interview the reporter may test the equipment or ask for changes to the recording environment to be made, such as switching the washing machine off or removing clunky jewellery which could make a noise on the recording.
- Even if it is a pre-recorded interview, do make your point(s) quickly as the reporter will be on a tight time schedule. Just as in a live interview, get what you want to say out quickly as it will be cut to fit a slot of about three minutes or less.
- If they are interviewing more than one person for the feature then your contribution could be cut down to a couple of sentences.
- Think in advance about what you want to say and perhaps have some bullet points to hand. Don't prepare a script or a statement to read as it is highly unlikely this will be used and it will be a distraction to you.
- Try to keep your sentences short as often a short piece will be taken from your interview and played out separately as a 'clip' either in a news bulletin or as part of further coverage of the story. This is known as a sound-bite.



- Feel free to make additional points where appropriate and talk in a conversational way. Recognise the possibility of another point of view – this will make you seem more credible and human. A sense of humour comes over well in the right circumstances but so does insincerity.
- When talking about an issue, assume that those listening are unaware of the facts or background to the story. Try also to keep the church speak to a minimum, as it will be a wider audience listening.
- Think of your story in thirds – the subject, an example and the solution. Your interview could be cut short so always try to make your most important point in the first answer. People listening are more likely to hear this as well.



What to expect

- There are many types of interview but here we are concentrating on the type of news interview that would be used for a local radio programme. Be aware that, even if it is a radio interview, the journalist may also want some photos or other material for their social media channels.
- The interviews can be live (as it happens) or recorded in advance of being broadcast (pre-recorded). It can happen in person in the studio, via a radio car, over the phone or recorded. Any appearance will generally be restricted to three to four minutes.
- The interviewer will encourage relevant information from you by asking questions, depending on the subject; they may ask you to justify or clarify your views or decisions. Think of it as a conversation aiming to help the listener come to some sort of conclusion or deeper understanding of a matter.
- The interviewer is the voice of the listener and will ask questions that they think an enquiring listener would want to know the answers to, or should be asking about, the subjects. The interviewer may adopt the role of 'devil's advocate' and might sound informed but naïve.
- Think carefully before refusing to take part. Declining a media interview could be misconstrued and you may find the presenter says that you were asked to comment but refused. Try to take a positive approach to the opportunity but of course if you feel the suggested broadcast would treat you unfairly then it may be wise to offer a statement.
- Do speak to Sarah Whitelock, Communications Director, if you are asked to make an appearance which you think could be difficult or about a topic on which there are strong opinions.



- During the interview make it clear that the views you express are either personal ones or ones which represent your church. Avoid saying no comment. It's wiser to say something along the lines of: 'It would be inappropriate for me to comment until the full report is published', or: 'that's a question best asked of the national church', amending to your particular subject and circumstances. If you don't know the answer then don't bluff and bluster – just be honest and say that you don't have that information to hand. Avoid jargon at all costs.
- After the interview thank the interviewer for inviting you to take part – a brief thank you on-air if they thank you and then pick it up afterwards, once the interview has finished if possible. If it has gone well and you have enjoyed the experience then why not offer your services for another time?



Radio

BBC Hereford & Worcester

Hylton Road, Worcester, WR2 5WW

Email: bbchw@bbc.co.uk

Twitter: [@abbchw](https://twitter.com/abbchw)

BBC Radio Shropshire

2-4 Boscobel Drive, Shrewsbury, SY1 3TT

Email: shropshire@bbc.co.uk

Twitter: [@BBCShropshire](https://twitter.com/BBCShropshire)

BBC Radio Wales

Broadcasting House, Llandaff,

Cardiff, CF5 2YQ

Email: radio.wales@bbc.co.uk

Twitter: [@BBCRadioWales](https://twitter.com/BBCRadioWales)

Free Radio Hereford & Worcester

First Floor, Kirkham House,

John Comyn Drive, Worcester, WR3 7NS

Email: news@freeradio.co.uk

Twitter: [@wearefreeradio](https://twitter.com/wearefreeradio)

Sunshine Radio

Email: news@sunshineradio.co.uk

Twitter: [@SunshineRadio](https://twitter.com/SunshineRadio)

Television

BBC Midlands Today

BBC Birmingham, Level 7, The Mailbox,

Birmingham, B1 1RF

Email: midlandstoday@bbc.co.uk

Twitter: [@bbcmtld](https://twitter.com/bbcmtld)

Central News

ITV News Central, Gas Street,

Birmingham, B1 2JT

Email: centralnews@itv.com

Twitter: [@ITVCentral](https://twitter.com/ITVCentral)

Online

Your Herefordshire

Facebook: [YourHfdshire/](https://www.facebook.com/YourHfdshire/)

Twitter: [@YourHereford1](https://twitter.com/YourHereford1)

Newspapers & Magazines

Border Publishing (Welsh Border Life)
Border Publishing Ltd, Salop House, Salop
Road, Oswestry, Shropshire SY11 2NS
Email: enquiry@borderpublishing.com
Twitter: @WelshBorder

Bridgnorth Journal (Part of Shropshire Star)
50A High Street, Bridgnorth, WV16 4DX
Email: news@bridgnorthjournal.co.uk
Twitter: @BridgnorthJourn

The Church Times
Church Times, 3rd Floor, Invicta House,
108-114 Golden Lane, London EC1Y 0TG
Email: news@churchtimes.co.uk
Twitter: @ChurchTimes

Church of England Newspaper
Political and Religious Intelligence Ltd,
14 Great College Street, Westminster,
London, SW1P 3RX
Email: cen@churchnewspaper.com

Hereford Times
Holmer Road, Hereford, HR4 9UJ
Email: news@herefordtimes.com
Twitter: @HTnewsroom

Ledbury Reporter (Part of Hereford Times)
Berrows House, Hylton Road,
Worcester, WR2 5JX
Email: michael.purton@newsquest.co.uk
Twitter: @LedburyReporter

Ludlow Advertiser
(See Hereford Times)
Facebook: /ludlowandtenburyadvertiser
Twitter: @ludlowtenbury

Ross Gazette
54A Broad St, Ross-on-Wye HR9 7DY
Email: jo@rossgazette.com
Twitter: @RossGazette

South Shropshire Journal
Waterloo Road, Ketley, Telford,
Shropshire TF1 5HU
Email: ludlowreporters@shropshirestar.
co.uk
Twitter: @SouthShropJourn

The Shropshire Star
Waterloo Road, Ketley, Telford,
Shropshire TF1 5HU
Email: keritrigger@shropshirestar.co.uk
Phone: 01743 283314
Twitter: @ShropshireStar

Worcestershire News
Email: news@worcesternews.co.uk
Facebook: @theworcesternews
Twitter: @worcesternews

Worcestershire NOW
(See Wye Valley & the Marches NOW)
Facebook: /WorcestershireNOW
Twitter: @WorcsNOW

Three Counties Now Magazine

2nd Floor Richardson House,
21/24 New Street, Worcester, WR1 2DP
Website: <http://nowmagazines.co.uk>
Twitter: @WyeValleyNOW



Many people use social networking sites, such as Facebook and Twitter, to stay in touch with family and friends. The networks are widely used by our diocese and at parish and benefice level in order to share information among clergy, staff, volunteers, worshippers and potential churchgoers.

They are part of people's lives and, to stay relevant, we need to be part of them. Online communities are very much where we need to be, joining them, starting our own and sharing them with others. The pandemic saw an explosion of social networking.

Social media offers us an unprecedented way of directly communicating our message with people – those we know, those who want to know us and those we hope to know. It is immediate, sometimes addictive and often good fun, but with this unprecedented access, we should consider use carefully.

We should always get explicit and informed consent from the parents, carers or those with parental responsibility before publishing or sharing any photographs online of identifiable children or vulnerable adults.

These are good practice guidelines to help us all engage with others and to share our faith but also steps to protect our young people and others with particular needs. A photo and film consent form is available on the diocesan website:

www.hereford.anglican.org/communications-resources/

Offensive language

- It is never acceptable to post offensive comments or to use language which others may find distressing or to share material of this nature.
- Check the source of material you choose to share or retweet as identities of organisations can be difficult to keep track of online.
- While the Church should ask questions of those in authority, be mindful that campaigning should be respectful of those with differing opinions.
- By law, if one or more people can access content then it is classed as published, in the public domain and subject to legislation about libel, defamation, copyright and data protection.
- If you would not say something in a public meeting or to someone face to face or write it in a newspaper or on headed paper – do not say it online.

Some basics

- Think carefully about privacy settings and use them well.
- If you run a parish or other page or account you should always make it clear who is updating it and have a policy for removal of unsuitable material/members.
- Online aliases are never good as the whole point of social networking is to connect with people so using another online identity is incompatible with this, as well as disingenuous.
- The nature of ministry often means that boundaries are blurred between the professional and personal and it is no different online but there are risks with opinions, photographs or comments of a personal nature being viewed as ministry, so take care.

Pause for thought

Just as when you communicate at any other time, social media also needs common sense and a consideration of Christian values. It is great to be able to add comments quickly, correct information or share photographs with friends or a wider online community but do think about whether you are happy for all those who know you or who do not know you to see them.



Who might be watching?

- Be mindful, even if you are tweeting or facebooking in a personal capacity, that there is no such thing.
- You are always the vicar or churchwarden or diocesan staff member – especially to journalists who love nothing more than checking up on us on social media in the hope they might come across a story/juicy tale.
- Take care with your choice of profile image, or, even when joining a group or liking a page, think about what these choices when viewed by others say about you.

Safeguarding

- It is not appropriate to send to anyone a private message, which you would not be happy being in the public domain.
- It is never a good idea to accept friend requests on your personal accounts from children or to accept requests to follow children or young people.
- By accepting such a request, you could be making yourself vulnerable by sharing personal information or by having access to personal information about a child. You may be potentially leaving yourself open to allegations of inappropriate conduct or even find yourself exposed to unwanted contact.

Managing your reputation online is essential to your ordained ministry/staff/volunteer position and to the diocese/Church of England.

Always think carefully before making any posts, status updates or having discussions involving a parish or benefice, its staff, its worshippers or the Diocese/wider Church of England in an online environment, even if your account is private.

Comments made public could be taken out of context and could be very damaging. Think about the language you use, abrupt or inappropriate comments, even if made in jest, may lead to complaints.

Posting derogatory comments about parishes/benefices, clergy, staff/volunteers or the diocese/wider Church of England is never acceptable.

Clergy, staff and others in positions of responsibility, such as PCC members and churchwardens are required to uphold the reputation of the parish/benefice/diocese/Church of England, to maintain reasonable standards of behaviour and to uphold public trust in them.

Privacy

- It is important when using social networks that you are in control of who can see your account details and content including photos and albums, posts, status updates and any personal information.
- On Twitter, you can set your account to private by selecting 'Protect my tweets' so you can then accept (or decline) requests to follow you. Do think carefully about this as the main point of social media is to be in touch with a wide audience.
- In the case of Facebook, choosing a basic 'Friends' setting for every post would initially achieve this. However, you are able to customise each option further, and can limit the information that certain individuals see.
- Other tools are also available; for example, utilising privacy settings creating lists of friends with different permissions, restrictions, and removing your social network profile page from search engine results.
- It is a good idea to use the 'view as' option, to check and see how your profile appears to strangers, and that the information you want to remain private or 'friends only' is not visible.
- If you are unsure about how to use the settings available, treat all information that you post as being public and act accordingly.
- Think carefully about who you are friends with and which friends can access what information. It is a good idea to remove any friends or customise the privacy settings for current friends, if access to your personal activity could compromise your position.
- However, whatever setting you use, it is important always to think before you post because 'friends' settings do not guarantee privacy.
- Sharing content with others could mean that you lose control of it, if friends pass on your information, for example. How well do you know all of your friends listed on Facebook?

Location Services

- When using location services on social networks think about making your location visible only to your friends and ensure that you are happy with the friends on your list.
- Is it appropriate to share all of your locations? Is it a sensitive matter that you are dealing with and could sharing your location compromise a confidence?
- The option for being 'checked into' a place by someone else can be disabled in your privacy settings so that you can keep control of your location information.

Security

- Do not over-share personal information. Never publish detailed personal information such as your address, or telephone number if it is not in the public domain, unless in a private message to someone you know and trust.
- Ensure you always use a strong password, which is not shared with others, and ensure you always log out of apps/devices after use. Not logging out could mean the next user of a computer/device could potentially access your account. With this in mind, do not select 'remember this password' for shared devices or those accessed by someone else.
- If you use a device such as a smart phone or tablet to access social networking consider setting a PIN or passcode and think about not allowing notifications to automatically flash up on your screen if it is likely to be viewable by others – such as on a desk during meetings.

Social media pages

It is advisable to have an acceptable behaviour or usage policy for any Facebook page you allow people to openly publish to. You should also make it clear what action will be taken regarding any breaches of this.

What to do?

- When a situation happens, the first thing to think about is whether to ignore it? If you do not respond then they may go away and realise that they are not having the desired effect.
- If a valid point is being made as part of a discussion on a post then do feel you can get involved and have a conversation. If the discussion is of a more private matter then do offer, where appropriate, to take it offline. It can be helpful to ask if you can direct message (DM) someone your email address where correspondence can be better tracked rather than to engage in lengthy social media posts or messages.

- You can choose to report the matter using the tools offered by the social media websites to report the abuse or the user. This does not cover disagreements of opinion.
- There is a ban or mute option. This way if you ban them from your page or block them they will no longer be able to see your content or comment on it. You can also use this option to deal with any bogus accounts that follow you. You can also hide a comment on a post to stop other people seeing it; this is a lesser step – the user will not know you have done this.



Dealing with negativity online:

- On occasion churches can face negative comments online although this is most likely to be directed at personal accounts rather than parish or benefice profiles.
- All of the major social networks have clear guidance on how to deal with privacy and abuse online and consulting their self-help guides should be your first step in dealing with matters.

Confidentiality

- Use of social media does not change the Church's understanding of confidentiality. Breaking confidentiality is as wrong as it would be in any other context. Arguably, it is worse as, via social media, a broken confidence could spread rapidly and be impossible to retract.
- Remember: Is this story mine to share? If in doubt, do not.
- If you have any questions or issues with using social media, feel free to get in touch with the Communications team.

Administrator - Users who operate and manage pages.

Engagement - The number of likes, comments, and shares you receive.

Events - Facebook Events can be created by a page or profile, and can be used to promote parties, fundraising events or even special services.

Follow - when someone 'follows' your page, they will see every post in their newsfeed.

Insights - This is your analytics hub. You can find all post and page analytics here. It allows you to see how posts are performing.

Newsfeed - The landing page you see when you sign in. This is a stream of recent posts from friends and pages you have liked. This is where most people view all of their content.

Page - The term used for church pages.

Post - A term used for sharing content on your Facebook Page.

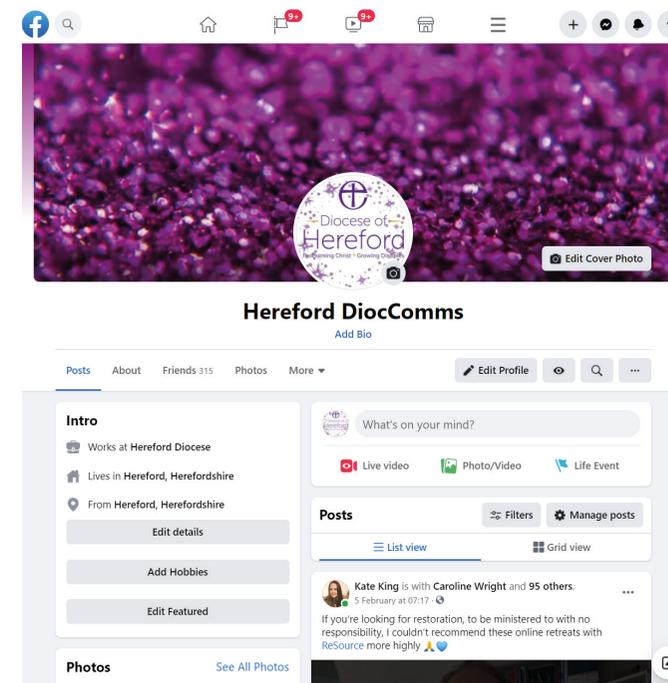
Post Clicks - The number of people who clicked on anything in your post. This could include someone clicking on an image with a "see more" call to action or a URL you included.

Profile - Your personal page.

Promoted Post or "Boost" - You can pay to boost a specific post so that it is shown to more people.

Reach - The number of people who saw your post. This includes the number of people you reached through organic and paid reach.

Timeline - The stream of updates on your own personal profile or page.



Direct Message (DM) - This is the only way to talk to someone on Twitter privately. You can create these by going to someone's profile and using the 'message' function, provided their setting allows you to message them or you follow each other.

Feed - This is the first thing you see when you log in to Twitter. New posts from those you follow are placed in your feed.

Followers - These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them in order for them to become your follower.

Following - These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.

Mention - Writing someone else's a handle within a tweet.

Like - A way of showing you like a tweet

Hashtag - A word, group of words or phrases (with no spaces) preceded by a # sign. It is used to tie various social media posts together and relate them to a topic. Hashtags are now utilised throughout Twitter, Facebook and Instagram. E.g. #ThyKingdomCome

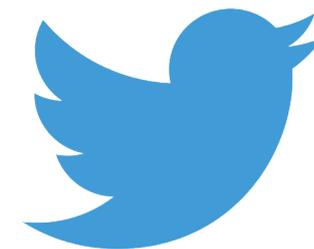
Handle - This is your username on Twitter that appears with an '@' symbol in front of it.

Lists - Groupings of your followers that you've created and categorized so that you can find them easily. You might like to create of list of those who attend your church, local churches or CofE clergy whose tweets you can find in one place, making it easier to retweet them.

Reply - You can reply directly to a tweet. Only the people following you and the person you're replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).

Retweet - Share another user's Tweet with your followers.

Trends - The most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.



Bio - The 'bio' section (the area below your 'name' on your profile) is an area designated to writing a small description about yourself, or about your church.

Caption - Adding a caption to an image is vital to contextualise, explain or capture someone scrolling through their feed.

Direct Message - Users can contact and share images with you privately on Instagram. Direct messages (DM's) are found when a red dot appears on the arrow in the top right-hand corner.

Filter - A way to adapt your photos. There are many filters that are each a unique combination of different elements: including exposure, colour balance, and contrast.

Post - Refers to an image uploaded to Instagram with a caption.

Story - Your story is a way of sharing photos and videos with your followers that disappears after 24 hours.

Reel - A highlight reel of a collection of previously used stories.

Follower - A follower is a user who follows your account, and consequently sees every photo you publish on their feed.

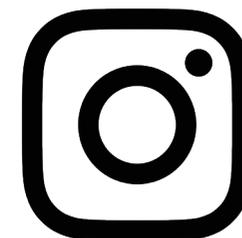
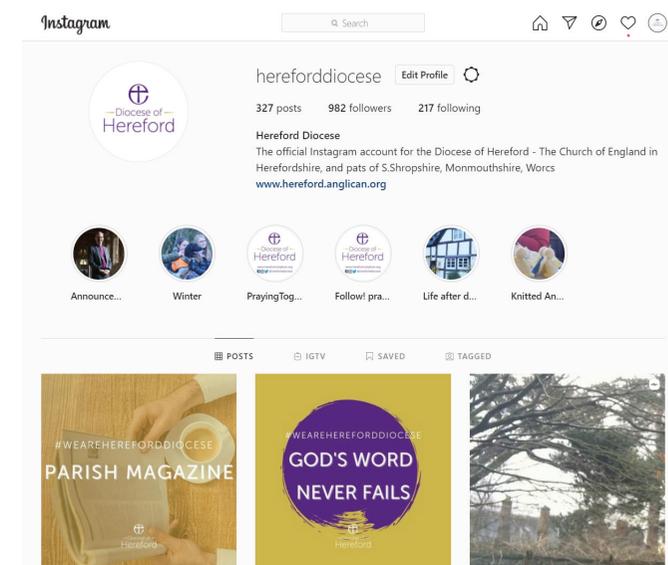
#Hashtag - If your posts are public, adding hashtags to your photo description allows your photo to be found by searching the hashtag, or by clicking on the hashtag once you have posted the comment.

Home feed - Accessed by the 'home' button on the Instagram app, this shows a feed of the images from those you follow as they are uploaded, and so appears in chronological order.

Like - You might 'like' an image by double tapping the image itself, or by clicking the 'like' button to the bottom left of the image.

User name - The name of your account that people will type to find you, and which is also the address to view your profile online at:

[www.instagram.com/\[username\]](https://www.instagram.com/[username])



A Church Near You

A Church Near You is the Church of England's national church finder and lists every church. It is our recommended website provider for the majority of churches. It offers a 'mini-website' style content display for churches.

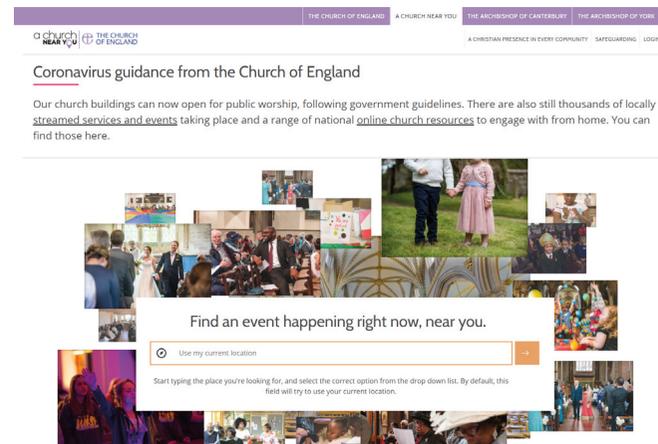
Unlike other external websites A Church Near You is completely free to use, saving money and providing an easy to update web page or website. The site, which is simple to use, meets modern security and accessibility standards saving local churches lots of time and resource.

By using tags, you can also allow your church's work to be highlighted to the national church.

You also have access to other features on the ACNY Resource hub, such as social media graphics, royalty free videos, photos and audio archives for use.

Your incumbent is automatically an editor of the A Church Near You page for your church and they can add additional administrators to help update the content. There's more on how to get started here:

<https://achurchnearyou.zendesk.com/hc/en-us>



Independent websites

You may decide that an external website is best for your church; it may be that you have a parish administrator or volunteer skilled in designing and updating websites. If so, then go for it! Do ensure, though, that if you are investing in a website, hosting and domain that it is future-proofed so if someone should leave their post or move out of the parish you will not be left paying for a resource which you cannot access.

Think of the website as a window on parish life and a one-stop shop of information. It needs to be visually appealing, easy to navigate and include the details people need.

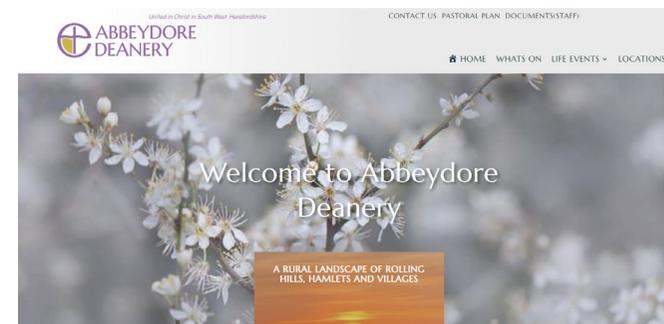
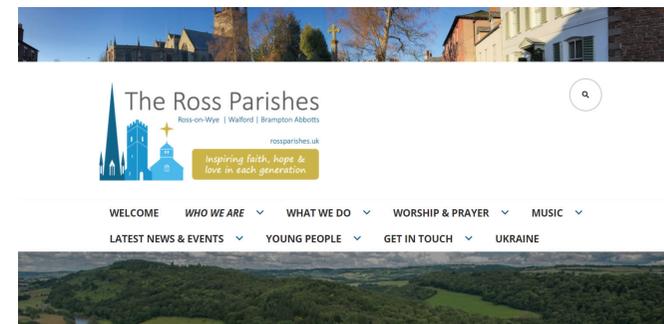
Consider your audience

Just like other forms of publicity, there will be two distinct audiences: existing church community members needing information and potential new people or visitors.

Make a list of the sorts of information people might be looking for; along these lines would be a start:

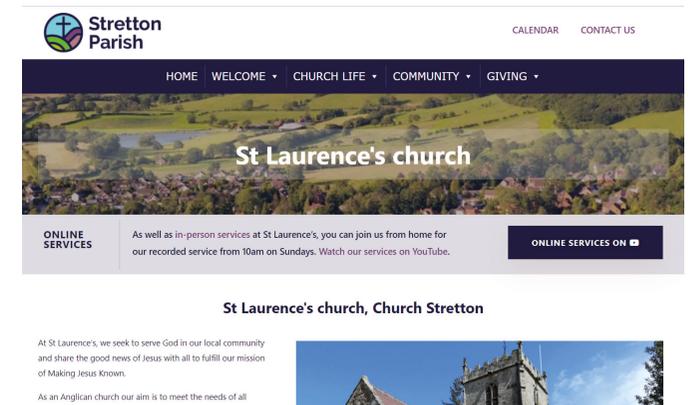
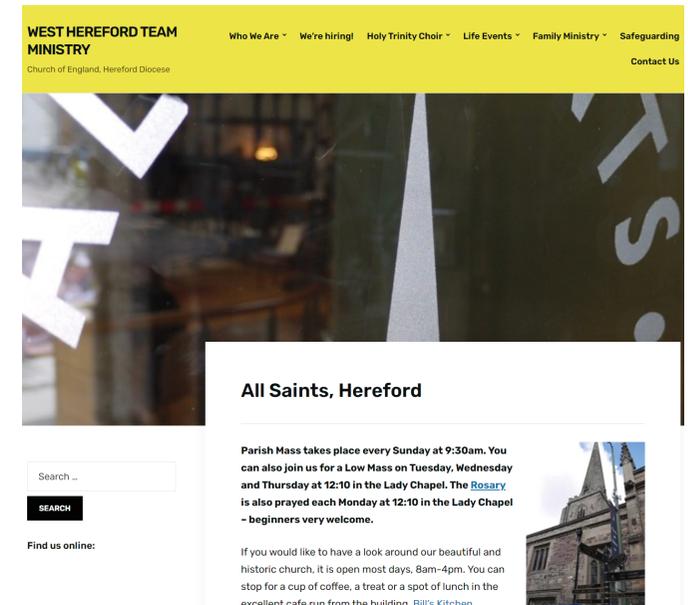
- Church service times
- Details of the types of service
- Office opening times
- Contact details
- Names of clergy, Readers, churchwardens etc.
- How to book a wedding, Christening or funeral for a loved one
- Where to find support in times of need or crisis
- How to ask for prayer or how to find someone to pray with you
- Details of events or groups at church
- Where to find out more about the Christian faith

Think about photographs and short films and how to bring your church to life on the website. Be sure to take a look at our guide for taking photographs or filming in church and ensure you have the appropriate permissions. This is absolutely essential when it comes to safeguarding children and other vulnerable people in our churches.



Top tips:

- Consider again whether or not you would be better off with A Church Near You and a Facebook page.
- If you definitely want an independent website then choose a short, memorable web address, which is easy to reproduce on letters, publicity and noticeboards as well as tell people in conversation.
- Register your website with Google.
- Keep the front page simple and uncluttered, with minimal text
- Ensure your website has a search box so that people can find things easily.
- Quality photographs are essential. Either use your own, or free images from the likes of Pexels, Pixabay or Unsplash. Do not simply take photos from other websites or from a Google image search as these will be copyrighted and could be fined. There are sophisticated companies that search the internet to find people who flout copyright in this way.
- Why not try and get your regular church member to access their news online saving paper and cutting costs?
- Make sure you update the site regularly. If you encourage people to use it and it is out of date, then they will stop visiting it.



Visual storytelling is incredibly important on social media, as people process images 60,000 times faster than words. Therefore it's crucial that you take the best photos you can and make the most out of what you have. Posts on social media have a far better reach or impact if they have an image. Here are a few things to think about when taking photos:

Photographs of children

It is central Church of England policy to always have written permission from parents/guardians of identifiable children before taking their photo. You must also ask for explicit permission regarding the use of the photo - is it okay to go online, on social media, or appear in a newspaper article?

- Schools usually have permissions sorted and will be familiar with ensuring those who cannot be photographed are kept separate. But do check with them in advance.
- Group shots or those that do not show faces are safer. Further information about safeguarding children and other members of our church communities can be found under the safeguarding section of our website.
- Do not photograph or film any children, young people or adults who are at risk or who have asked not to be involved.
- All children, young people and adults must be appropriately dressed when photographed or recorded.
- All people taking photographs or filming at an event should make themselves known to the event organiser, vicar or churchwarden.
- At large events set up the photo or video recording opportunities at the end. This allows the service or performance to go ahead without disruption and allows any child, young person or adult who cannot be photographed or filmed to enjoy the event.
- If photographs of people are used online do not use their full name, age or address without permission. Do not use their name in a file name, alt tag or other data.



Photographs of Adults

For adults we recommend putting signs up when you are planning to take photos, alerting people in your service sheets and, where possible, advertising it in advance in your pew notices. Where appropriate, you might ask whoever reads out notices during the service to also mention the nature of the photography and its intended use.

You can find a template photo/film permission form on our website,

This is essential for children and vulnerable adults:

<https://www.hereford.anglican.org/communications-resources>



Picture quality

- Images for publication and use on social media accounts must be of a sufficiently high resolution. Please note that a poor quality or low-resolution image will be deemed unsuitable for publication.
- If you are sending images to a newspaper or other publisher then it is best to supply images as separate jpg files and not to embed them in an email or word document. If you are sending a number of images then it might be best to do so via a file sharing website such as WeTransfer or Dropbox.



Try to find an interesting angle

- Action shots always look more interesting on the page than people standing in groups and smiling politely at the camera.
- Is there a way to illustrate the story through an object or a piece of clothing?
- There are great tips on the Church of England's Digital Labs blog:

<https://www.churchofengland.org/resources/digital-labs/digital-labs-blogs>

Dark buildings and camera phones

- Camera phones are great because they mean most people have a camera on them at all times. However, they can struggle with poor lighting and produce blurred photos.
- To get maximum stability cradle the phone in both hands and rest your elbows on a pew or chair
- You will obtain best results by mounting your camera on a tripod.

Group photos

- You are in charge of the shot! Ensure you are close enough to the group to see everybody's faces. Check that everyone is visible and tell them to move if need be.
- If you have someone in the group who desperately dislikes having their photo taken then ask them to step aside if they are not vital, rather than risk them ruining the shot by trying to hide.
- If it is a large group, arrange everyone on steps, or ask the front row to sit or kneel, rather than lining everyone up in a row. If required, ask them to turn to the side as this allows them to stand closer together.
- If you are focusing on one person, it is better to take a close-up photograph rather than a full-length one from far away.

Invest in a tripod

- To keep photos sharp in lower light.
- The tripod can also give access to new angles such as over an edge and up in the air.

Composition/Subject

- Be purposeful in choosing your composition and what will appear in the frame.
- Think about what the content of the image communicates. For example, a photo of an empty church communicates that it is inactive.
- Plan ahead and scout locations for photo taking. Think about what photos you need to take to convey the right message. Choose events/moments to photograph that include plenty of people, action and emotion.

Background and lighting

- Always be aware of your background. Are there people wandering around who are going to interfere with the shot?
- Is there enough light?
- Are there any unsightly signs, radiators or paintwork behind your subject?
- If in doubt, take your picture outside but make sure people are facing away from the sun and be careful of shadows on faces. Ask people to remove sunglasses or hats as they may obscure the faces. The Bishop's mitre is excluded!
- Inside buildings, avoid taking photographs of people or other subjects against brightly lit windows or bright lights.

Safety shots

- Make sure you take several photographs at a time, especially in dark places or with groups of people. The more you take the more likely it is that you will end up with a decent image.
- You may also find that people relax more after the first photograph and will therefore be smiling more naturally on the second or third image. Check that everyone visible has his or her eyes open!



Clear, well-designed publicity materials are essential for communicating to people outside your church community. They need to be visually appealing, instantly understandable and readable at a distance. Without these, your wider community may not be aware of what is happening in your church and how they can join in.

People new to an area, on holiday, or exploring their personal faith journey may be looking for a church to join. They might be interested about the services on offer or want to find out more about a Life Events service. They may also need to get in touch with your parish priest or other member of the church team. It is important that we make all of this easy for them.

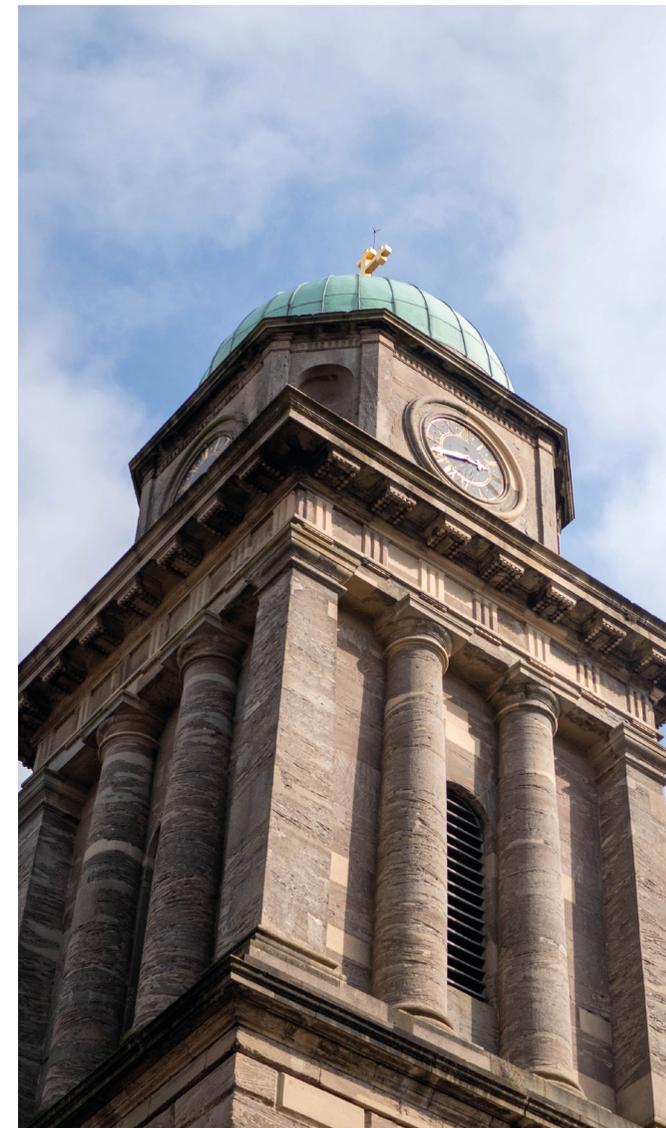
Capitalising on Christmas

Not everyone gets hundreds of Christmas cards

Do you deliver to the houses in your parish?
How about sending one including service times to people in your community or focusing on those who are newly moved in?
This is a great way to raise your profile and show the church as welcoming and inviting to new people.

What classes as publicity?

- Leaflets, flyers, cards and posters
- Banners, signs and noticeboards
- Parish magazines
- Church and community websites
- A Church Near You site (the Church of England's church finder)
- Radio, TV and social media coverage
- Stalls and tents at village fetes, country shows and fairs
- Social media profiles and pages
- Christmas and Easter cards
- Word of Mouth



Ensure that you have one outside the church which shows the service times and contact details. Think about the position of the board – put it where casual passers-by can read it, either on foot or from a car if you have little foot traffic.

- What does the board style and condition say about your church? Ensure the information is correct and up to date.
- Do you need names fixed on the board? People move on and it can be costly if you need to replace the board every few years. Could set contact details be put on instead?
- Is the print style and size easy to read?
- It is helpful to stand in front of your noticeboard with a friend who is not a church member. What is the information that stands out? What do you want people to see most clearly? Is it service times or the contact details for weddings?
- Could you divide the noticeboard into permanent and changing information? If you have different services at different times on different Sundays how could you most clearly say this?
- If your church does not have a service every Sunday, do you point people to the nearest church which does have a service on?
- What colour is your noticeboard? Does it have to be black or brown or do you have a church colour scheme? How about matching the diocesan colour scheme?
- How can you get your noticeboard to be welcoming and invite people in? Consider displaying photos of events and advertising your community action.
- Do check if you need a faculty to change your noticeboard. Cosmetic changes to an existing external noticeboard are fine, but a replacement with a new noticeboard even of the same size and shape will need a faculty. You will also need to check if the new board needs planning permission from the local authority. This only applies to external noticeboards in churchyards and lych gates.





What should you be publicising on the noticeboard?

Consider your audience.

This falls into two main groups: existing church members needing information, for example about the flower rotas, and potential church community members.

Think about your local areas and the people in it.

- Do you have a school?
- Do you have an older population?
- Do you have many visitors because your church building is particularly beautiful?

Consider doing some market research/ gauging opinions from people not in church already.

- Who are they?
- What would interest them?

From this data you can work to support greater engagement.

Consider your key messages

- What do you want people to know about your church?
- What do you want to share?
- What is a priority for your church?

How about giving them some good news about your involvement in the community or your last service?

For example you could say what a joy it has been to welcome the 6 couples married in your church that summer.

Use your contacts

Do you know someone in your church or wider community who has skills in design or publicity and can be persuaded to help you produce posters and other materials?

Is there a local teenager who wants to develop a career in this field?

Top tips:

- Keep the main design neat, simple and uncluttered, with minimal text.
- The Church of England offers some great guides on photographs and graphics. Visit their Learning Lab here: <https://www.churchofengland.org/digital-labs/labs-learning/digital-labs-blogs/1567>
- Photographs featured on posters must be of good quality. Download stock photos for free via the likes of www.freefoto.com or www.pixabay.com.
- Take care with copyright. You cannot use photos without the photographer's permission.
- Consider using the diocesan poster and leaflet templates available on the diocesan website: www.hereford.anglican.org
- Design a church logo and put it on everything you use to communicate, from the church sign, to pew sheet, to your A Church Near You site.
- Where possible include full contact details so that people can get in touch with the vicar, churchwarden or other contact. Writing 'See Judy after church on Sunday to get your ticket' does not work.
- Be realistic about the level of detail allowed on a poster, pew sheet or parish magazine.
- Why not use the template posters and leaflets on the diocesan website?

Find them at:

<https://www.hereford.anglican.org/communications-resources/>



Our buildings can be a magnet for visitors, whether those tending graves, researching their family tree, admiring our beautiful architecture simply looking for some peace and quiet

- What do you offer visitors who who comes outside of service times?
- Are there some attractive information displays or boards describing the Christian faith and the church community that meets there?
- Do you show the impact of your community work anywhere?

Try to keep anything you introduce fresh and in good condition. People are not going to be interested in what you were doing five years ago and materials can quickly look old and dilapidated.

- Do you have some easy to read materials about your particular church's history and heritage?
- Is there a simple guide for people who are unfamiliar with church buildings?

- Do you offer anything for children to do, such as a trail or activity sheet?
- Does your noticeboard say who to contact in an emergency and the address of your church? If relevant, include the OS grid reference for the emergency services to find your location easily.

Printed materials in services

- How many hymn books and service sheets do you hand out to people as they come into church?
- In what condition are these materials?
- If they have seen better days, it can be a great, quick improvement to make new ones. Why not combine it with refreshing your church publicity materials?



Events to welcome in the community

Try to think about what would appeal to the wider community – to people who would rarely consider entering a church building. Perhaps they would come to an art show or a Christmas tree festival?

Are your church grounds well cared for? Could you organise a working party? Have you offered it as a project for offenders taking part in Community Payback? They will consider gardening work, decorating work and other simple tasks. Call their regional office on **0121 2734053** and they will take details of the project and assess how they can help.

Further details:

<https://www.gov.uk/nominate-community-payback-project>

Many companies now offer corporate social responsibility days where they will bring employees to perform a certain task for the community. We do not have many large employers based within our diocese but a member of your community may work for a business which could be asked to help.

If you want to focus on the wildlife and natural habitat as well as the heritage of your churchyard then Caring for God's Acre may be able to assist you with a Churchyard Task-force visit.

More details:

<https://www.caringforgodsacre.org.uk/>

Inclusivity and accessibility

- Do you have access for people with additional needs?
- How can you make it easier for people who use wheelchairs or parents with pushchairs to get into and move around your building?
- Can people in wheelchairs easily access the front of church and receive communion at the altar rail?
- Do you have a hearing loop and are there large print service books available?
- Are there any materials for people whose 1st language is not English?



Churches are popular film locations. An increasing number of productions are being based here due to our beautiful but affordable setting.

Hosting a shoot by a film or TV company can be very beneficial to a church. It can raise its profile and encourage visitor numbers, and it can be an additional source of income. However, it is not without potential pitfalls and considerations regarding the content.

These guidelines are to assist clergy, PCCs and churchwardens to decide whether to agree to filming, and then planning and managing the process. To maximise the benefits of filming in church, and to avoid the risks, careful forethought and planning are essential. Here are a few points to consider before agreeing to filming proposals:



Format:

Is this a feature film or for a television programme? Will the church be used for just a small part in a larger production, or is the church itself the main feature

Category:

If filming is for TV, will the programme be a drama, a news programme, documentary, a soap opera or sitcom? Or will it be used for advertising either on TV or in the cinema? What do you know about the time of day it is anticipated to be broadcast?



Audience:

Which television channel is this intended for and who is the target audience?

The scale of the fees you will be able to charge will be determined to some extent by the category. The potential for damaging or insensitive material will also vary across different genres.

Content:

Any television company has to abide by programme codes concerning content. Even so, this leaves possibilities for material to be transmitted, which may show the parish, the Church or the Christian faith in a bad light.

Knowing who is involved when it comes to actors or presenters will also give a clue to the type of treatment that is to be used.

Programme makers are not in the business of deceiving you and will be only too happy to share their intentions since this enables them to get the best out of what is a collaborative project. Ask for a synopsis of the storyline in any drama or sitcom. This will give you an overview of the finished programme, and allow you to judge whether it is beneficial or harmful to the church.

Access:

Think about where vehicles will be parked. Do you need to ask your neighbours for their views? Do you need to remind the film crew to speak to other people who may be inconvenienced by the filming?

Script:

If filming is likely to be lengthy, with a lot of action centred in or around the church, you may also want to see the actual scripts. It is important for you to see what is going to be said and in what context to the church building. This will help you gain an understanding of how the finished film or programme will look.

Advertising:

The name and nature of the product or item to be advertised should be obtained, with a copy of the script or advertising copy. Find out what role your church building or surroundings will play concerning the product.

Location:

Will filming be inside or outside the church? If on church grounds, the church's permission is needed for anything to be done.

Filming of a church or any other building from outside the site boundaries requires no permission.

Time:

Ask how long the church is required. Broadly speaking, a news item where the subject is a Church of England matter and the editor simply needs a church as a background should not take more than half an hour. However, a feature film or drama will need to light and possibly rig the church before filming could start. They may also need to bring in additional portable buildings.

Film crews will often measure filming durations in days. Be clear with them what you consider to be a day as they may over run or need to film late into the evening or at night.

Animals:

If animals are to be used within the church consider the precautions needed if dealing with a species that is not house-trained.

Fees:

Time and type of filming are the two main factors determining a location fee. Drama attracts the largest budgets. With documentaries or current affairs, budgets are much smaller and the time involved is likely to be comparatively short, a matter of hours.

Consider the amount of electricity likely to be used during the production.

Permission:

Permission for filming as far as the parish is concerned is a matter for the incumbent and PCC, or in an interregnum, the PCC and churchwardens. Diocesan permission would be needed for any works to the church, usually in the form of a faculty.

Minor works may not need a faculty. If loose furnishings are to be moved, permission may be gained from the Archdeacon. If in doubt please get in touch with the Archdeacon's office.

Equipment:

Lighting is the main item of equipment and there may be a need for some short-term scaffolding inside or outside the church. Therefore, it is helpful to talk to neighbours about the plans. However, do insist that the production company do this. It is not your job to do their public relations for them!

Be prepared to insist on equipment to protect the internal fittings of the church and the grounds. Ask them to avoid taping cables or other materials to the interior or exterior.

Make sure that all fire precautions are followed. Both the church and the film company will have a responsible person for this. You must also carry out your own fire risk assessment.

It is desirable to have a written risk assessment taking account of all equipment, sets, facilities, special effects etc.

During or after the shoot:

It is advisable that someone is present during the filming. If it is a day-long shoot or longer, two people may be needed. They will need to know what agreements are in place and the contract agreed with those filming.

Insurance:

Speak to your church insurers to ascertain what additional cover is needed.

You must insist that the PCC is indemnified and insured against damage or accident. The church insurance policy may not cover such matters.

Ascertain whether the film or TV company will underwrite any risk. If not, either make sure you are covered by the church's own insurance, or else write it into the contract that the film company takes on its own insurance for the job.

Where news is concerned and all that is required is to use the church in the background for a report, the time is usually extremely short and a fee would not normally be offered. It will mean through that your church is featured in a news report – again check the content beforehand. In addition, it is a good time to get to know your local TV reporter and tell them about what is happening in your church.

Consider asking for an upfront returnable deposit, in addition to up to 50% pre-payment of the fee for large-scale productions.

Agreements:

Contrary to what might be expected, filmmakers actually welcome clear site rules and will have members of staff to deal with site logistics. If they like a location then they will work with your stipulations.





Church services:

If a church cannot be used for services or other activities because of the filming then you will need to adequately reflect the inconvenience for you and your church community in the fee.

Records:

Make detailed notes afterwards for future reference. Film companies are likely to return to a good site, and experiences will be invaluable.

Do be sure to watch out for your church appearing on the small or big screen and use the occasion as a way to reach out to the wider community.

Inspections:

Carry out a walk-around inspection of the condition of the church before the crew sets up. Take many photos – particularly if there are areas of the church, or condition of certain fittings, which could be disputable at the end.

If you would like moveable objects placed back where they were originally located then do say at this point.

Inspect for condition and damage immediately at the end of filming and report issues promptly. Staff are often only working on a production for the duration of the filming.

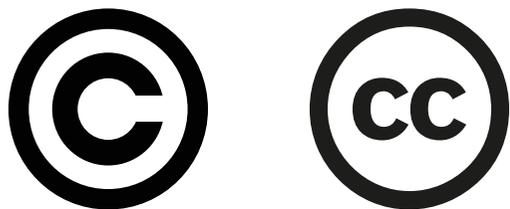
Check also to ensure all non-fixed items left in the church are still present and where they need to be located.

Using someone else's photos

There are different types of permissions granted by the owners of photos. Here are some of the permissions you need to look out for when using images that aren't your own:

Attribution (BY) - Licensees may copy, distribute, display and perform the work and make derivative works and remixes based on it only if they credit the image owner.

Non-commercial (NC) - Licensees may copy, distribute, display, and perform the work and make derivative works and remixes based on it only for non-commercial purposes.



Public Domain (CCO) - Content that has been placed in the public domain for anyone to use, distribute and edit without any need for credit.

Public domain images are really useful because no one needs crediting.

Visit www.creativecommons.org to read more.

Here are a selection of high quality public domain images sites you can use:

www.unsplash.com
www.freelyphotos.com
www.pixabay.com
www.pexels.com
www.splitshire.com

Editing photos and creating graphics

You don't need expensive editing software to edit photos or create social media graphics. There are some great online tools.

Pixlr - Perfect for quick photo editing, improving the brightness/contrast, and there's also an app version so you can edit on the go:

www.pixlr.com

Canva - Make high quality graphics for social media and more on Canva. It provides easy to follow templates, icons and fonts to easily make something that will catch people's attention:

www.canva.com

Below is some guidance from CCLI who can help with licensing when it comes to live music.

PRS for Music Church Licence

As an agent for PRS for Music, CCLI tailors coverage for churches to host live music performances, concerts and recitals on their premises*.

While music played during regular worship services (known as Acts of Worship) does not currently require licensing, the PRS for Music Church Licence™ covers your church for other music performances, such as during socials and outreach events and film soundtracks.

When combined with the PPL Church Licence you will also be covered to play commercial music recordings on formats such as CD and MP3.

** In some circumstances detached church halls need to be covered separately
Check the Playing Music Licence Manual produced by CCLI for further information.*

Why does copyright affect your church?

Churches are increasingly using technology to create, distribute or display songs, service sheets and content. Copyright owners should be fairly compensated for the copying of their works.



[NAMED] church grants you access to its Wi-Fi network providing you agree to abide by this policy.

1. Introduction

This policy outlines the standards which the church requires all users of its electronic communications systems and equipment to follow.

2. What is covered by the Policy?

The use of the Wi-Fi network supplied by the church.

3. Who is covered by the policy?

This policy covers all individuals who wish to use the Wi-Fi network supplied by the church.

4. Internet Use

It is our church policy not to allow unsupervised internet access to any child/ young person under 18 nor to vulnerable adults. Should individuals or groups wish to use our Wi-Fi facilities, they must ensure under 18s and vulnerable adults follow this policy, or internet access will be withdrawn. Users are reminded that their use of the Internet will be directly traceable to our Internet address. We therefore ask you not to visit sites which are:

- Illegal under current law;
- Defamatory, threatening or intimidatory or which could be classed as harassment;
- Contain obscene, profane or abusive language;
- Contain pornographic material whether in writing, pictures, films or video clips;
- Contain offensive material regarding sex, race, religion, disability, sexual orientation or any other legally protected characteristic
- Infringe third party rights or are otherwise unlawful.

5. Internet Content

The church reserves the right to block access to any site.

The church will take reasonable steps to block any site that it deems inappropriate. However, we cannot guarantee that all inappropriate content will be blocked. If you gain access to a site that you deem inappropriate, close your web browser immediately.



6. Systems and Data Security

The church will provide internet access via the wireless network and will undertake reasonable steps to ensure it is secure from unauthorised users. However, no guarantee can be made to this effect. You are responsible for your own anti-virus and anti-malware precautions. The church will not be held responsible for any damage to your equipment whilst connected to its network.

You should not attempt to gain access to restricted areas of the network or to any password protected information without being duly authorised to do so.

7. Monitoring and Compliance

The church reserves the right to protect its network and systems by recording user ACTIVITY but not CONTENT. That is to say, no CONTENT will be captured but that a list of surfing activity may be recorded:

- To ensure that the use of the system is legitimate and in accordance with this policy;
- To comply with any legal obligation.

If your use constitutes a criminal offence, the information will be handed to the police.

8. Specific Permissions to you

Wireless access to the Internet in accordance with this policy.

9. Wi-Fi Availability

We don't charge you for using the Wi-Fi. So you accept that sometimes, for technical, legal or operational reasons, it may not be available. We may also control the types of material that can be sent or received over the Wi-Fi. If we want to, we can also suspend your access at any time in our sole discretion without responsibility to you.

Your use of the Wi-Fi is at your own risk and we are not responsible to you for any damages, losses, costs or expenses you suffer because the Wi-Fi is unavailable, does not operate as expected or causes loss or damage to any data.





— Diocese of —
Hereford

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