WCAC Digital Media Guideline

Introduction

Digital Media is part of modern life, it has the characters of fast, efficient, low cost and with no geographical limitation. Proper use of digital media can improve the communication among fellow Christian/members as well as out reach to people beyond physical limitation. On the other hand misuse of digital media could cause ICCharm to relationship, reputation, eventually the church ministry and HIS kingdom. Although we know our Lord is always in controls and we are under His protection, we need to be alert that a spiritual warfare is ongoing and will be intensified as the Lord's second coming approaching. This media guideline is established to give a baseline awareness to the congregation so that our members has a basic understanding of how to properly use digital media in ministry. This document is not trying to regulate personnel online activities. But it is recommended to follow the guideline when utilizing digital media as ministry tools.

A. **Purpose of using digital media?**
   1. Visibility

      Internet content is searchable. Therefore information posted on Internet regarding WCAC is building our digital foot prints. In a positive way, Fellow brothers and sisters such as international students can find us prior to their visit to Windsor.

   2. Communication

      Digital can be a channel to communicate to members such as announcement, notification, and reminder of events. It is a good tool for Church and fellowships to keep in touch and extend the fellowship beyond physically meet together.

   3. Channel of extended Christian Education

      Discussion board or group message type of digital media can be used as teach aid for Sunday school teacher to more efficiently developing discipleship.

   4. Archive/preserve sermons.

B. **Type of media:**
   1. Website – Church website should be the official portal of getting Church information. It is WCAC's digital front door. It should be searchable, static, clear states our faith and ministry. And can host the archived sermon.
   2. Blog – Such as Facebook Page, WeChat public account, WordPress, Tweeter which can be used for personal evangelism or fellowship promotion purpose.
   3. Social Media: Facebook group, Instagram, Youtube, Pinterest can be used to announce information, posting, sharing activity photo or video to members.

4. Messengers: WeChat, Facebook messenger, WhatsApp, Line can be used for communicating to rather small group of people such as Sunday School Class or fellowship, Bible Study group..

C. Governance principle
1. Church Official website
   a. Proper authorization: All WCAC official website content should be authorized by Church Leadership (Pastors).
   b. Proper supervision: Content on WCAC website should be reviewed periodically by Pastoral staff to make sure it is relevant and up to date..

2. Church Official channel: When use digital media (Email, WeChat, Facebook Group..) for announce purpose, make sure the content/information is only updatable by Paroral Staff. No other participant can post to the official channel without authization (similar principle of congregational announce during the Sunday Service)
3. Using media as communication channel for small group such as Sunday school. Fellowship, cell group. The following rules should apply:
   a. The group or panel need to have an official administrator for safe guarding the content.
   b. The naming of the media group should be specific to the purpose (Ex. Carmel Fellowship Facebook group) and distinguish form WCAC official channel.
   c. There should be disclaimer that is visible to the user for following proper media usage rules :
      i. The Group (page) is dedicated for (certain purpose). Posting for commercial/ political promotion as well as posting not related to the purpose of the group is not allowed.
      ii. User should respect each other, be example as Light and Salt to the world. Offensive comment is prohibit.
      iii. Administrator has right to delete inappropriate content and after certain warning, can remove member from the group.
   d. Administrator need to report any incident of quarrel, violation of user rules lead to removal of membership to the Pastoral staff.

All members when engage digital media, should follow the same teaching of Ephesians 4:29 –

Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen.