Development Guidelines
Establishment of FPCP-based Facebook Accounts

Effective September 7, 2010

The Communication team strongly recommends that the following 'common sense' guidelines for Facebook account requests be adopted until a formal process is approved:

- Church affiliation should be clearly established in the F/B name to ensure easy and accurate identification via the search engine (ex. YCMT at FPCP);
- The image identifying the group should be clearly representative of either FPCP or the group, not an individual's picture to ensure easy visual confirmation (suggested examples include PCUSA logo, FPCP 175th logo or unique, recognizable logo designed for the group);
- Primary administrator should establish a minimum of two co-administrators, including but not limited to one other committee/group member and the group's representative clergy member, to ensure that the F/B account is not locked down by unplanned changes or transitions in group membership;
- Administrator(s) should establish a regular review schedule to respond to information submitted to the site, as well as to monitor and, if necessary, remove any communication in the F/B account that does not represent FPCP and the group and/or members in an appropriate light;
- Individual clergy should establish a periodic review of all responsible F/B accounts and, when appropriate, respond on content and direction; and
- Communication Committee should notify Session in writing (via Stewardship Committee Report) of any group(s) planning to establish F/B account(s), the name being requested for the account, the logo being used, the administrators for the account, and the intended purpose of the account.