



SOCIAL MEDIA BEST PRACTICES
GUIDELINES

GRACE SCHOOL OF THEOLOGY 2022



SOCIAL MEDIA BEST PRACTICES

Social media has made it so easy for us to connect with each other no matter where we are. With our vision to develop spiritual leaders from all nations to spread the truth about God's grace, we must maximize our resources to be able to reach more people. We have already achieved an accessible online community of diverse people from all over the world. Now we must take the next step in cultivating fellowship with those around us. With that, let us all engage with this community that we have grown and continue to expand our reach for Christ!

Grace School of Theology encourages all of its employees and staff to explore and engage in the organization's social media communities at a level at which they feel comfortable. You have been entrusted with a wide Freedom V to exercise self-governance in using your respective social media accounts.

So **have fun, but be discerning. Steward responsibly.** We've prepared this best practices guide so you can be inspired on how to craft your next post!

The following are guidelines to encourage everyone to participate in a respectful, relevant way that protects Grace's reputation and honors God.

DO

- Bring glory to God
- Be transparent
- Be conscious about what you say
- Be respectful to all regardless of race, age, sex, beliefs, etc.
- Take responsibility for the things you say or post
- Use encouraging, positive, and value-adding words
- Remember you are representing Grace School of Theology
- Keep Grace's core values in mind

DON'T

- Post anything political, partisan, false, misleading, or abusive
- Post anything that will reflect badly on Grace
- Disrespect anyone
- Engage in negative or argumentative interactions
- Disclose information about Grace that has not been made available to the public
- Mix your personal and professional opinions



When in doubt, ask! Don't hesitate to ask your superior/s and peers, or email marketing@gsot.edu for review before posting.



ALWAYS GO BACK TO OUR CORE VALUES.

Before creating a post or a comment, ask yourself the following questions:

FAITH:	Am I showing my Christian faith by posting this?
TRUTH:	Does my post speak the Truth of the Gospel?
EXCELLENCE:	Do I uphold the excellence that Grace strives for?
CHARACTER:	Does my post reflect my Christian character?
IMPACT:	Am I impacting and changing my audience for Christ?
GRACE:	Am I affirming God's free gift of grace?

Read the core values here: <https://www.gsot.edu/mission-values/>

EXAMPLES OF ENGAGEMENT YOU CAN DO:

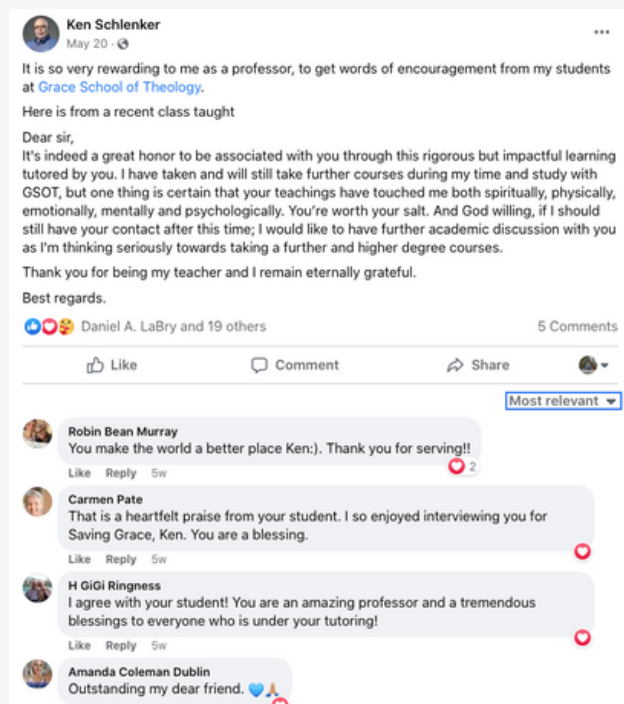
1. **Share or retweet** a post from Grace as is or with text about your thoughts on it on your personal social media accounts or on Facebook groups outside of Grace.
2. **Like** or **react** to posts on Grace's social media platforms.
3. **Like, react,** or **respond** to Grace's Instagram and Facebook stories
4. **Say something encouraging** or **share your thoughts** in the comments section
5. **Engage in godly, respectful,** and **fruitful conversations** with each other in the comments section
6. **Participate** in social media challenges (ex. #ShareGraceChallenge)
7. **Tag Grace's social media pages** on your personal posts (ex. Participation in Race for Grace, insights from a Grace-organized webinar, insights from your classes, etc.)

Grace continually offers new resources for both personal growth and group equipping. So be on the lookout for content that you can personally relate to or find relevant to share with your spheres of influence on social media!


Started one of our devotionals? Listened to a podcast episode? Attended an event with a student or fellow staff member?

Post about the experience, include the hashtags [#ibelieveingrace](#) and [#sharegrace](#), and tag Grace! Add your personal touch on how our content has made an impact on you.

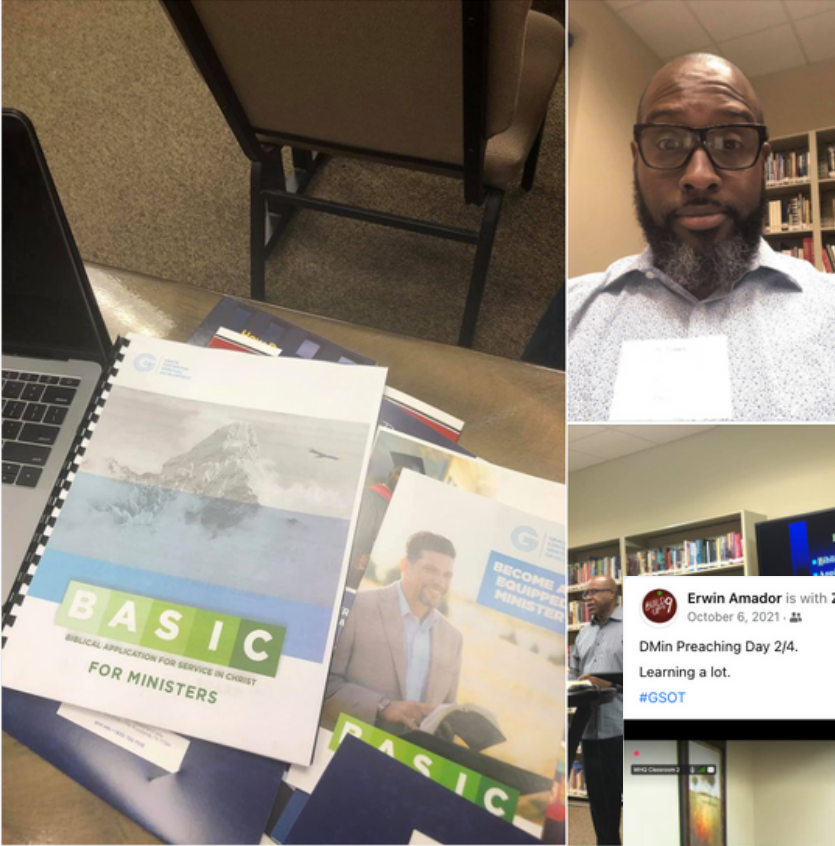
EXAMPLES:



MORE EXAMPLES:


 **Erick W. Hoskin** is at **Grace School of Theology**.
October 4, 2019 · The Woodlands, TX, United States · 🌐

Entering a new season of ministry. On a journey to fulfill a personal a family goal. The son of former educators, dad, the first black superintendent of the Natchez Adams School district and mother a former principal in that school district. I've always had a personal dream to teach on a seminarian level. Looks like I'm getting close. Stay tuned as something may be dropping in November!!!
[#goddidit](#) [#seminary](#) [#gsot](#) [#newseason](#) [#dreamscometrue](#) [#staytuned](#)

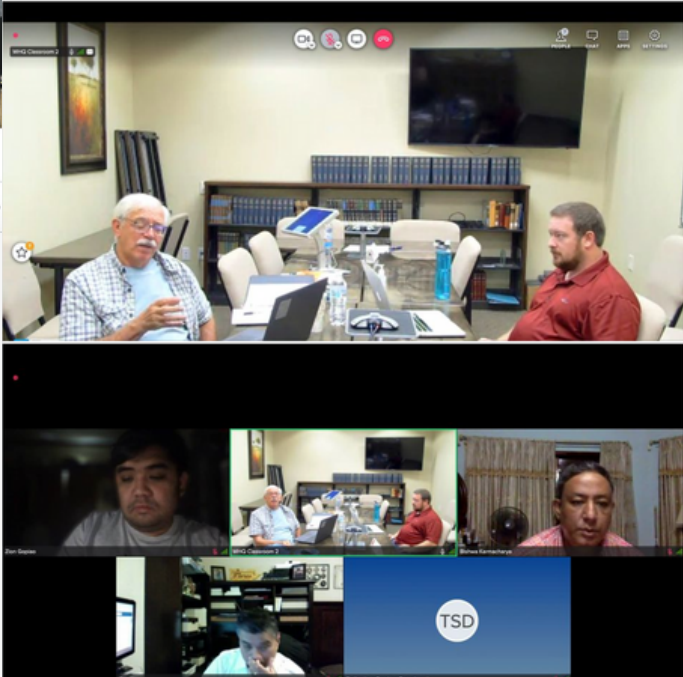


221

Like Comment

 **Erwin Amador** is with **Zi On Gopiao**.
October 6, 2021 · 🌐

DMin Preaching Day 2/4.
Learning a lot.
[#GSOT](#)



3 Comments

Like Comment

MORE EXAMPLES:


 **Jane Smith**
23 June at 22:00 · 🌐

So grateful for my Grace education! ❤️ Encouraging anyone interested in pursuing seminary training to check out Grace School of Theology 😊




Grace School of Theology
23 June at 22:00 · 🌐

Considering taking a Master of Divinity degree but unsure of where to go?
Grace School of Theology can offer you a Master of Divinity (MDiv) degree that is uniq...
[See more](#)

 **janesmith** 27 s


Sharing this verse today!




[@graceschooloftheology](#)

HAPPY SUNDAY

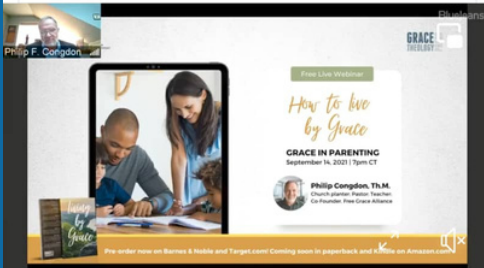
 **Add your personal touch:**
share experiences and learnings

 **Jana Lopena**
Sep 15, 2021 · 🌐

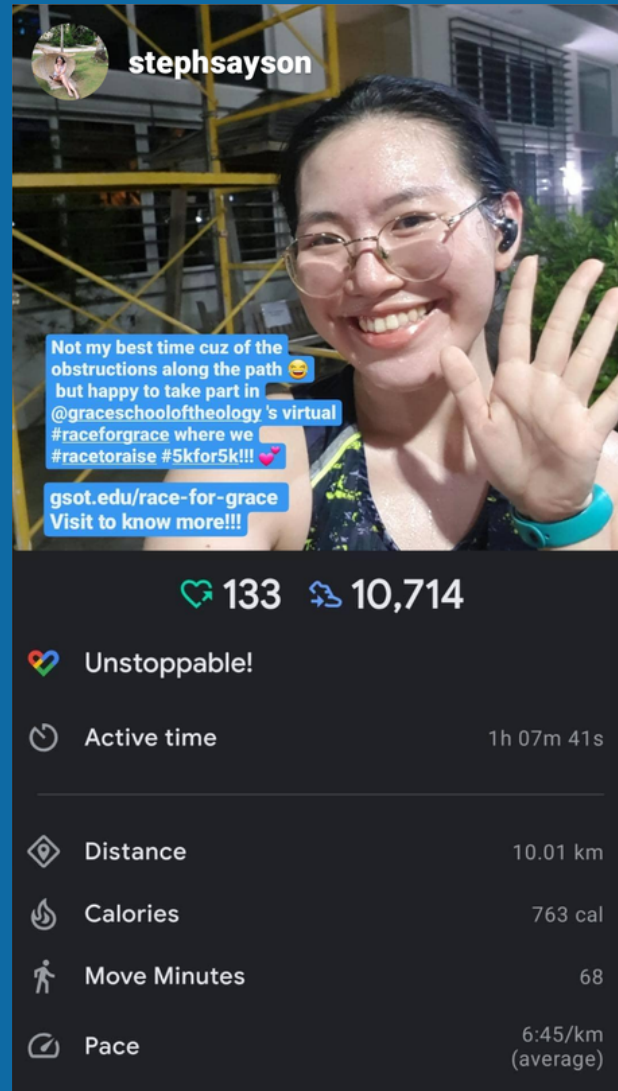
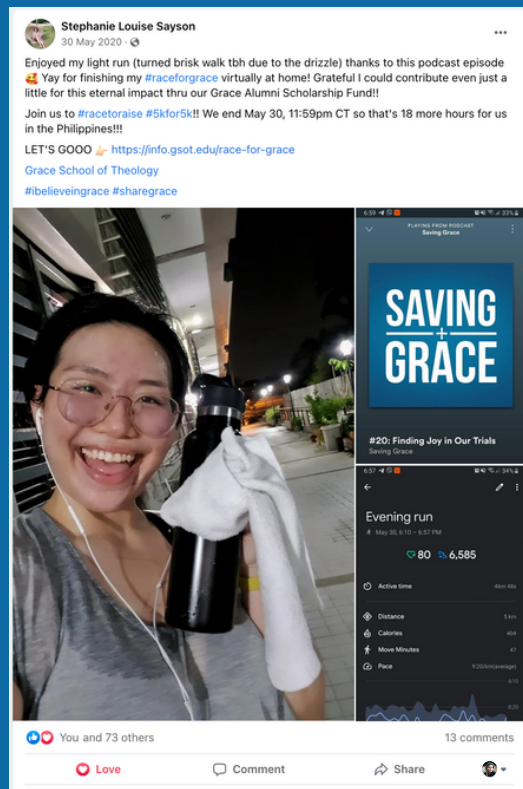
Applying grace in parenting —worry and worship don't coexist. Being thankful changes our perspective and attitude in challenging times. Learned a lot from this webinar by [Grace School of Theology](#).

 **Grace School of Theology** was live.
★ Favorites · Sep 15, 2021 · 🌐

How to Live By Grace: Grace in Parenting Webinar with Phil Congdon



MORE EXAMPLES:



- ✓ **Participate** in Grace activities, events, and challenges
- ✓ **Share** your participation on different platforms and tag Grace in the caption
- ✓ **Encourage** others to do the same

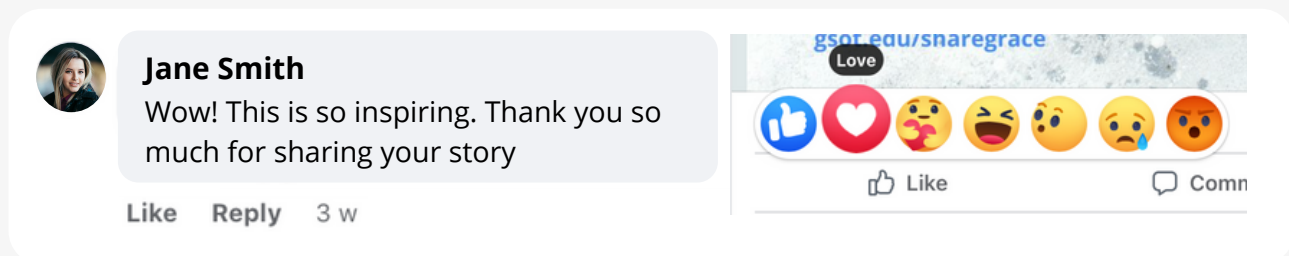
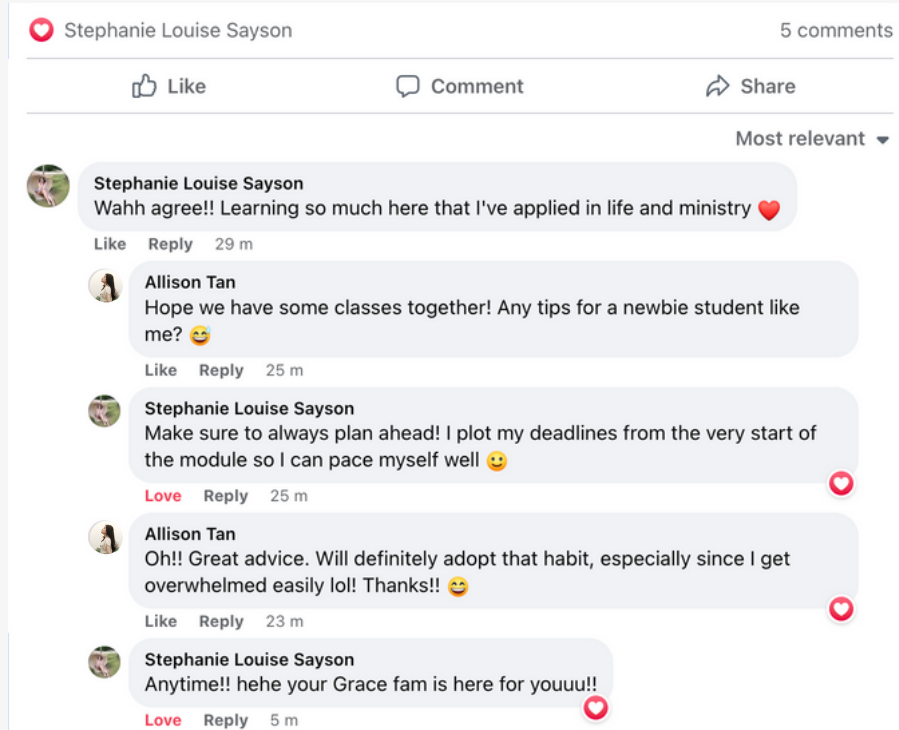
MORE EXAMPLES:



- ✓ **Promote** Grace classes, professors, podcasts, events, etc.
- ✓ **Share** on different social media platforms
- ✓ **Share** your learnings, insights, and experiences
- ✓ **Encourage** others, spread positivity
- ✓ **Add the hashtags** #ibelieveingrace and #sharegrace
- ✓ **Tag Grace** social media pages in your captions

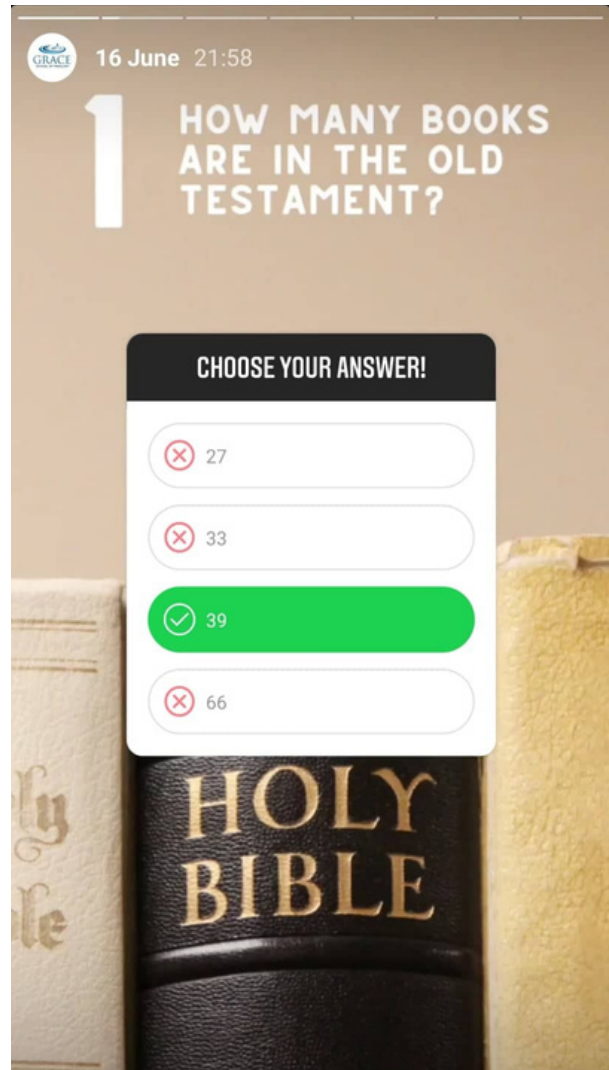


MORE EXAMPLES:



- ✓ **Interact** with each other and with Grace pages in a positive fruitful way
- ✓ **Send affirmation** through comments and reactions
- ✓ **Be respectful** to those you interact with

MORE EXAMPLES:



- ✓ **Engage** with Facebook and Instagram stories on Grace platforms
- ✓ **Encourage** your friends and family to engage as well

SOCIAL MEDIA PAGES

FACEBOOK

[Grace School of Theology](#)
[Grace School of Theology - Español](#)
[Grace on Demand](#)
[Saving Grace with Carmen Pate](#)

INSTAGRAM

[Grace School of Theology](#)
[Grace Center for Spiritual Development](#)

YOUTUBE

[Grace School of Theology](#)
[Grace Center for Spiritual Development](#)
[Grace Cafe](#)
[Grace On Demand](#)

LINKEDIN

[Grace School of Theology](#)
[Grace Center for Spiritual Development](#)
[Grace On Demand](#)

PINTEREST

[Grace School of Theology](#)

TWITTER

[Grace School of Theology](#)

GROUPS

[Grace School of Theology - Students](#)
[Grace School of Theology - Alumni](#)



SOCIAL MEDIA BEST PRACTICES
ONE PAGER

GRACE SCHOOL OF THEOLOGY 2022



SOCIAL MEDIA BEST PRACTICES

Inspire your online circles of influence to explore Grace's degree and non-degree offerings.
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GRACE:	Am I affirming God's free gift of grace?

Grace continually offers new resources for both personal growth and group equipping.
So be on the lookout for content that you or your social networks can personally relate to!

Here's a checklist to guide you in crafting your next post:

- ✓ **Is there an opportunity to post?** (e.g. ongoing events, new content, relevant world issues)
- ✓ **Share** your learning, insight, and experience from the Grace event/resource
- ✓ **Add the hashtags** #ibelieveingrace and #sharegrace
- ✓ **Include reasons** why you're sharing (Why is this relevant to your social networks?)
- ✓ **Tag** or **mention** the official Grace social media accounts
- ✓ **Post** on different social media channels