



SOCIAL MEDIA BEST PRACTICES

Inspire your online circles of influence to explore Grace's degree and non-degree offerings.
Have fun, but be discerning. Steward responsibly.

DO

- Bring glory to God
- 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

DON'T

- Post anything political, partisan, false, misleading, or abusive
- 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

Always go back to our core values. (Read here: <https://www.gsot.edu/mission-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?

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