PART 3
Social media has become a powerful and growing tool for people to connect and for organizations to connect with members and customers. As churches and church organizations look for ways to communicate with membership and reach out to their communities, social media can be an effective tool.

What is the key to success with social media? Are there any pit-falls to be avoided? What about legal and liability issues? We explore these questions and more in my interview with Megan Brauner – Seventh-day Adventist World Church, Communications.

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WEBINAR
FOR CHURCH SAFETY OFFICERS

Church Transportation Risks
July 16th 2:30 pm ET

WHAT YOU WILL LEARN:
Transportation adds risk to any activity. Understanding those risks and implementing some simple guidelines can help you minimize your risks and keep your people and property safe.
In this video we learn about copyright issues, content sharing and creating a social media policy. Megan also reminds us about guidelines for using the Church’s logo. The logo, guidelines and related documents are available at: [http://www.adventist.org/world-church/logo/](http://www.adventist.org/world-church/logo/)

**Click Here to Watch Video**

**Quick Tips:**

- Read the Terms and Conditions of the social media channels you want to use
- Respect copyright laws (do not use what you do not own)
- Use model release forms when photographing people
- Develop a Social Media Policy that defines roles and expectations
- Make your emergency response plan part of your social media policy

David Fournier
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