



# Caldwell Parish Church

Church of Scotland - SC008214

Neilston Road, Uplawmoor

## Website & Social Media Policy & Procedure

All publishing of details relating to Church activities should be done via the official channels so that the 'branding' is attached.

To be able to carry out any of the below tasks, you must first be listed as a 'Content Creator'. This gives you permissions to login to Facebook to create and post content, but not access any other settings etc...

### Publish Content on Website

All content to be published on the website should be sent to the web admin using the submission form on [www.caldwellchurch.co.uk/newcontent](http://www.caldwellchurch.co.uk/newcontent) This form will take all the relevant details from you and will allow the admin to post on the website quickly and effectively. Any images to be included should be emailed to [info@caldwellchurch.co.uk](mailto:info@caldwellchurch.co.uk)

The web admin will then email you to confirm that your content has been published along with a link to the page.

### Post onto Facebook

1. Log into Facebook and go to the Caldwell Church page.
2. Carefully choose 2-3 lines of text, to promote your event and include a link back to the website for more information.
3. Try to include images – a picture tells a thousand words.
4. Publish your post.

### Sharing to Uplawmoor Info group

1. After you have posted to the Caldwell Church page, don't forget to share it to Uplawmoor Info.
2. Click 'share' on the bottom right of your post, select the 'share to group' option.
3. Select Uplawmoor Info
4. Ensure that you are posting as Caldwell Church
5. Publish