LWML on Social Media
DISTRICT ADMINISTRATION GUIDELINES

A. DEFINITIONS

1. The term, "Facebook" shall be used to describe the website, *facebook.com*, defined generally as a social networking website that is operated and owned by Meta Platforms, Inc.

2. The term, "X" (formerly Twitter) shall be used to describe the website, *X.com*, defined generally as a social networking website that is operated and privately owned by X Corp.

3. The term, "Instagram" shall be used to describe the website, *instagram.com*, defined generally as a social networking website that is operated and owned by Meta Platforms, Inc.

4. The term, "YouTube" shall be used to describe the website, *youtube.com*, defined generally as a social networking website owned by Google.

5. The term, "District Page" shall be used to describe all Facebook, X (formerly Twitter), Instagram, and YouTube pages produced and administered by LWML Districts.

B. SETUP OF THE DISTRICT PAGE

1. In naming district Facebook pages, Districts are encouraged to use the "official" names as determined for tax purposes and per the LWML updated Style Guide.

2. Please inform the District Technology Support Committee of any new pages created at *depcom@lwml.org*. If assistance is needed from the committee, please contact the LWML Vice President of Communication.

C. GENERAL ADMINISTRATION GUIDELINES

1. As a convenience to District Page administrators, all content available for public viewing on the *lwml.org* website is pre-approved for use on the District Page.

2. To encourage interaction with LWML fans both at the District and LWML levels, the District Page must add the official LWML Facebook page (*facebook.com/TheLWML*) as a favorite page.

3. All Districts are responsible for setting up their own District Page, creating their own Administrative Guidelines, and appointing their own administrator(s) to post and edit content on the District Page.

4. All questions regarding the creation and administration of District Pages should be directed to the LWML District Technology Support Committee.

5. Since the LWML is not able to review all content on District Pages for doctrinal soundness, all District Pages should contain the following Disclaimer under the "Info" tab: "The comments and opinions expressed herein on this website do not necessarily reflect the beliefs and point of view of the Lutheran Women's Missionary League or The Lutheran Church—Missouri Synod. Statements are made exclusively by the author(s) and appear as written and have not been subjected to the Lutheran Women's Missionary League or The Lutheran Church—Missouri Synod doctrinal review process."

6. All District Pages should use the ESV Bible when quoting Scripture. All District Pages should contain the following language regarding use of Scripture quotations under the "Info" tab: "Unless otherwise indicated, Scripture quotations are taken from the Holy Bible, English Standard Version® (ESV®) Copyright © 2001 by Crossway, a publishing ministry of Good News Publishers. All rights reserved."

D. RESTRICTIONS

1. To avoid confusion with the official LWML Facebook and X (formerly Twitter) Pages which does use the LWML logo as its default image, no District Pages are to use the LWML logo as their default image or logo. An image of the District's banner is the suggested default image.

2. As a safety measure to protect the identities of our LWML members and social media users, no District Pages are to permit photo "tagging" (identification of individuals in photos). The administrator of the District Page has the ability to enforce this through the "Settings" tab of the District Page.