

INTERNET BLOGGING/PODCASTS AND WEB COMMUNITIES

Blogs, Podcasts, Web communities and similar Internet postings are a window through which the world sees us. Officers, employees, and soldiers will find innovative opportunities to use this technology to present both the Gospel and the ministry of The Salvation Army. This creativity is strongly encouraged, with the following safeguards.

Salvation Army personnel must be guided by the following:

- A. Avoid anything likely to injure the body of Christ, or reflect unfavorably upon the integrity and purpose of The Salvation Army.
- B. Only official Salvation Army Blogs/Podcasts registered with Territorial Headquarters or National Headquarters may contain the following:
 1. Registered Salvation Army identification, such as a crest, shield, or other service marks or trademarks.
 2. Pictures, videos or sound recordings from Salvation Army activities. (Exception: A personal Blog/Podcast may contain pictures or video of family members in uniform or in Salvation Army activities.)
 3. Copyrighted Salvation Army music or literature.
- C. Official Salvation Army Blogs/Podcasts must be guided by the following:
 1. Any Blog/Podcast underwritten in any fashion from Salvation Army funds is considered official. This underwriting includes the Blog/Podcast being hosted on a Salvation Army server or hosting fees paid from Salvation Army funds.
 2. The establishment of an official Salvation Army Blog/Podcast must be approved by the Command Headquarters for corps and other ministry units. Command Headquarters Blogs/Podcasts must be approved by the Territorial Headquarters. All "official" sites must be registered with the National/Territorial Community Relations Department.
 3. Any pictures, videos, music and literature posted must have the appropriate releases or copyright permission on file.
 4. Confidentiality must never be compromised when posting material. Care should be exercised so that material posted does not place any person, associate, or family member at risk, such as addresses, vacation schedules, personal identification information, etc.
 5. The Blog/Podcast must include the following statement:

"The views, comments, statements and opinions expressed on this Web site do not necessarily represent the official position of The Salvation Army."

6. Once approval has been secured, official Salvation Army Web sites may then be link to the official Blog/Podcast.

D. Officers creating personal Blogs/Podcasts should be guided by the following:

1. Personal Blogs/Podcasts may not contain registered or copyrighted Salvation Army identification including the Crest, Shield, and other service marks and trademarks of The Salvation Army.
2. Any pictures, videos, music and literature posted must have the appropriate releases or copyright permission.
3. Confidentiality must never be compromised when posting material. Care should be exercised so that material posted does not place any person, associate, or family member at risk, such as addresses, vacation schedules, personal identification information, etc.
4. Pictures and videos of Salvation Army activities should be carefully screened in order to protect personal identification and risk potential (see #2 and #3 above).
5. Views and opinions expressed should be done in a way that enhances the mission of The Salvation Army. Officers of The Salvation Army are subject to established disciplinary procedures for the creation of public material that disparages, directly or indirectly, The Salvation Army, its business or its policy, officers or employees. That is true for current Salvation Army activities or those planned or under discussion.
6. If the Blog/Podcast references The Salvation Army in any manner, it must include the following statement:

"The views, comments, statements and opinions expressed on this Web site do not necessarily represent the official position of The Salvation Army."

- E. All communication on electronic equipment owned or provided by The Salvation Army may be audited and filtered by The Salvation Army.
- F. The Salvation Army reserves the right to access, review, copy, intercept, and delete electronic records received, created or sent for any purpose utilizing The Salvation Army computer/electronic systems as well as any data resulting from

said use. All such records may be subject to disclosure to law enforcement officials or to third parties in the event of any legal action.

TO BE PLACED IN POLICY AND
PROCEDURE BOOK UNDER "I"

Lt. Colonel Paul R. Seiler
CHIEF SECRETARY

08/04/2008

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