Order of the Cross – Social Media Policy

1. Purpose of this Policy

The Order of the Cross maintains a quiet, contemplative presence in the world. This policy ensures that any use of social media:

- supports the Order's spiritual aims and ideals
- reflects its ethos of love, light, compassion, and peace
- provides a gentle gateway for seekers
- protects the reputation and integrity of the Order
- complies with Charity Commission guidance and relevant law

The Order will not use social media for fundraising, advertising, or proselytising.

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2. Scope

This policy applies to:

- any official social-media accounts operated in the name of the Order of the Cross
- trustees, volunteers, and members who create or manage official content
- any digital platform used to share the Order's message (e.g., Facebook, Instagram, YouTube, Vimeo)

Personal accounts of members are outside the scope of this policy, but individuals are encouraged to uphold the spirit of the Order when speaking publicly about it.

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3. Principles Guiding Our Online Presence

All content shared on social media must reflect the Order's distinctive ethos:

- **Contemplative tone** – peaceful, reflective, non-argumentative
- **Universal spirit** – honouring the spiritual unity of all life
- **Non-commercial** – no fundraising, advertising, or promotional activity
- **Non-proselytising** – offering a gateway, not persuasion
- **Truthful and respectful** – avoiding controversy, debate, or criticism
- **Inclusive and safe** – mindful of vulnerable individuals

The Order's presence online should feel like an extension of its spiritual fellowship: calm, welcoming, and quietly illuminating.

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4. Purpose of Using Social Media

The Order may use social media to:

- Share short extracts from the teachings of John Todd Ferrier
- Offer reflective or meditative content (e.g., readings, music, symbolic imagery)
- Provide information about gatherings, events, or publications
- Direct seekers to the Order's website for deeper exploration
- Make the Order discoverable to those who resonate with its ideals

Social media is **not** used to increase membership numbers, solicit donations, or engage in public debate.

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5. Platforms

The Order may maintain accounts on platforms that support a calm and reflective presence, such as:

- **YouTube or Vimeo** – for talks, readings, or music
- **Instagram** – for visual reflections and short quotations
- **Facebook Page** – for gentle signposting and event information

Platforms that encourage argument, rapid commentary, or political discourse (e.g., X/Twitter) will generally be avoided.

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6. Content Standards

All content must:

- Be approved by the designated trustee or content steward
- Reflect the Order's spiritual ideals
- Avoid political, controversial, or divisive topics
- Avoid personal opinions presented as the Order's view
- Use images and text that are respectful, peaceful, and appropriate

- Comply with copyright law

Comments may be disabled where appropriate to maintain a peaceful environment.

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7. Roles and Responsibilities

Trustees

- Approve this policy and review it annually
- Ensure social-media use is in the charity's best interests
- Appoint a content steward or small team to manage accounts

Content Steward(s)

- Create and schedule posts
- Ensure content meets the standards in this policy
- Monitor accounts for inappropriate comments or messages
- Report any concerns to the trustees

Volunteers

- May contribute content ideas
- Must not post directly unless authorised

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8. Moderation and Community Management

To maintain a peaceful online space:

- Comments may be turned off on platforms where this is appropriate
- If comments are enabled, they will be monitored periodically
- Inappropriate, hostile, or promotional comments will be removed
- Private messages will receive a simple, courteous response directing individuals to the website or contact email

The Order will not engage in debate or argument.

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9. Safeguarding and Privacy

The Order will:

- Avoid posting identifiable images of individuals without explicit consent
- Not engage in private spiritual counselling via social media
- Direct vulnerable individuals to appropriate support services
- Protect personal data in accordance with UK GDPR

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10. Risk Management

Risks include reputational harm, misuse of the Order's name, or inappropriate engagement. These will be mitigated by:

- Limited, carefully curated content
- Clear approval processes
- Minimal engagement features
- Annual review by trustees

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11. Review

This policy will be reviewed annually or sooner if:

- the Charity Commission updates its guidance
- a significant incident occurs
- the Order's use of social media changes

Trustee approval

Approved by the Trustees: _____

Date of approval: ____9th May 2026_____
Annual review date: __May 2027_____