

Kingston Liberal Synagogue

Social Media Policy

Approved by Council – October 2025

1. Introduction

At Kingston Liberal Synagogue (KLS), we value respectful, inclusive, and meaningful communication. As a diverse and welcoming Jewish community, we recognise that social media can be a powerful tool for connection and expression—but it also carries responsibility.

This policy outlines how members, staff, volunteers, and leaders of KLS are expected to engage on social media in ways that reflect our values, safeguard the reputation of our community, and protect individuals' privacy and dignity.

This policy applies to all forms of social media including, but not limited to, Facebook, Instagram, X (formerly Twitter), WhatsApp, LinkedIn, TikTok, blogs, YouTube, and online forums. It covers both personal and official use where an individual's affiliation with KLS is visible or implied.

2. Applicability and Responsibilities

This policy applies to **all individuals connected with KLS**, including members, volunteers, lay leaders, Executive Committee members, and **employees**.

Employees

Employees (including administrators, educators, and pastoral staff) are expected to uphold the highest standards of professionalism—both offline and online—given their position of trust and visibility within the synagogue community.

When using social media, whether during work hours or personal time, employees must:

- Refrain from posting content that could reasonably be seen to damage KLS's reputation or undermine community trust.
- Avoid taking public positions on politically sensitive or divisive issues, such as the Israel–Palestine conflict, where those views could cause distress to members or be seen as representing KLS.
- Maintain neutrality and discretion in online spaces, especially if their affiliation with KLS is visible.

- Recognise that, even in a personal capacity, public content may be interpreted as reflecting the views of KLS.

Breach of this policy by an employee may be treated as a disciplinary matter under the terms of their employment and may lead to formal consequences, up to and including dismissal.

3. Personal Use of Social Media

KLS recognises that personal use of social media is an everyday part of life. All individuals are welcome to use it in a personal capacity, provided that:

- Your use does not conflict with KLS values or policies.
- You do not present yourself as speaking on behalf of KLS unless explicitly authorised.
- You avoid posting content that could bring KLS into disrepute or negatively affect community relationships.
- Your posts do not infringe on others' privacy or dignity.

If you reference your affiliation with KLS, please make clear that your views are your own unless authorised to speak officially.

4. Prohibited Use

The following uses of social media are not permitted where your connection to KLS is apparent or implied:

- Making or sharing content that is discriminatory, harassing, defamatory, or harmful to others.
- Sharing false or misleading information about KLS or its members.
- Publishing confidential or personal information about members, staff, or internal synagogue matters without permission.
- Using KLS's name, logo, or branding without authorisation.
- Representing KLS officially without being authorised to do so.
- Posting content on sensitive internal topics (such as disputes, pastoral cases, or finances).

Employees must exercise extra caution and professionalism when posting about religion, politics, interfaith issues, or other sensitive matters, and are expected to avoid engaging publicly in controversies that could be seen as divisive within the community.

5. Guidelines for Responsible Use

To help maintain a safe and respectful online environment, all affiliated individuals should:

- Communicate respectfully and constructively. Avoid sarcasm, personal attacks, or inflammatory language.
- Think carefully before posting. Social media content is often public and permanent.
- Use real names and personal emails when speaking in a personal capacity. If you reference KLS, include a disclaimer such as: "Views are my own and do not represent Kingston Liberal Synagogue."
- Avoid engaging in public online arguments or political debates under KLS's name or in KLS-affiliated groups.
- If you are unsure whether something is appropriate to post, consult the Chair, Deputy Chair, or Rabbi.
- If you see something online that reflects poorly on KLS, raise it privately with the Executive Committee rather than responding publicly.

6. Confidentiality and Community Relationships

Relationships in a synagogue community often blend the personal and professional. However, any information shared with you in confidence because of your role in KLS must not be shared publicly.

This includes—but is not limited to:

- Details of pastoral care or member support
- Financial or organisational discussions
- Private contact details or photographs without consent

If you step down from a formal role at KLS, you must not retain or use member contact details or internal information for unrelated or personal purposes.

7. Breach of this Policy

Breaches of this policy will be taken seriously. Depending on the nature of the breach:

- Volunteers or members may be asked to remove offending content or may lose their eligibility to represent KLS publicly.
- Employees may be subject to investigation and formal disciplinary action under their terms of employment.
- In all cases, our goal is to resolve issues through respectful conversation and alignment with KLS's values.

8. Final Note

Social media is a reflection of who we are. By engaging thoughtfully, kindly, and in line with KLS's values, we help maintain the trust and integrity of our community both online and offline.

If in doubt—ask. We are stronger when we communicate with respect and transparency.

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Signed		Signed	