

# TST Society of Congregations

## Social Media Guidelines

### Representing TST

Only officially recognized media liaisons and spokespersons are authorized to provide statements on behalf of TST. Consequently, you should not appear in videos, documentaries, news/media broadcasts, or in any public capacity that would give a public appearance of officially representing TST unless leadership explicitly authorizes such appearances. This restriction includes participating as a member of TST in AMA (ask me anything) forums, appearing in school or higher education-related interviews/projects, and making statements to the media.

### Social Media

On the internet, tone is easily mistaken, and discourse can quickly turn hostile. While you are not required to agree with or get along with everyone on the internet, in the capacity that you are associated with TST, you implicitly represent TST and are required to pick your language judiciously and actively discourage combative dialogue.

While being a Satanist means one may offend others at times, either with one's beliefs or words, members and volunteers of TST must not harass or bully others in person or online. A Satanist should strive to be a role model of rational and sound behavior. Behavior that is repeatedly combative, dismissive, unapproachable, and generally unpleasant does not accord with our Tenets. Moreover, such behavior violates TST's Code of Conduct.

### SatanOps Media Management

In order to maintain organizational ownership of online assets, Executive Ministry has empowered SatanOps to apply management solutions as necessary to social media accounts. Social media setup, changes, and administration statuses will be tracked and managed by SatanOps, who will make every effort to respond to change requests in a timely manner.

### Online Community Engagement

Congregations are not required to have social media accounts, websites, or any other online presence. Candidate Groups are encouraged to have an online presence so they can develop into Congregations. Congregations/Candidate Groups are encouraged to select whatever avenues of online engagement are best suited to their needs.

Congregations/Candidate Groups that would like to have websites or social media accounts MUST follow the processes prescribed by The Satanic Temple (global organization). Specifically,

Congregations/Candidate Groups MUST NOT register their own domain name or create their own Facebook, Twitter, or Instagram accounts without first consulting with the Administrative Committee to learn the appropriate process to follow.

In order to ensure that social media accounts do not have the appearance of being “abandoned”, Congregations/Candidate Groups that choose to have an account on any given social media platform (e.g. Facebook, Twitter, Instagram) MUST maintain the appearance of an active account using one of the following approaches:

1. Maintain an average rate of posting that does not fall below 2 posts per month when calculated across a 90-day moving window. Because this requirement is intended only to ensure that profiles do not look abandoned, posts may be of any type allowed by the platform and may have any content that complies with The Satanic Temple’s Code of Conduct and any other applicable requirements.  
OR
2. Include a statement that is clearly visible to any visitor browsing the profile (e.g. in a profile description or “pinned post”) that:
  - a. Has
    - i. An explicit statement that the Congregation is not (currently) active on this platform,  
AND
    - ii. A link to some other location (e.g. website, calendar, or different social media platform) that is actively updated and monitored for communication.  
OR
3. Include a statement that is clearly visible to any visitor browsing the profile (e.g. in a profile description or “pinned post”) that:
  - i. Has an explicit statement that the Congregation does not post frequently and primarily uses the platform for receiving messages
  - ii. May have (OPTIONALLY) a link recommending a different platform where public updates are more frequent.
4. Any congregation that wants or needs to pause their activity on a social media platform, for any reason, may add a statement that complies with either option 2 or option 3 above in their description at any time, and shall be construed as in compliance from the moment the description is added and for the duration that it remains.