

DRAFT: HBM Social Media Policy
Section H-06 (2026-0-22 updated)

Policy Statement

This policy establishes guidelines for the use of social media by life missionaries, missionary interns, team leaders, and team members serving under the auspices of HBM.

HBM looks at the social media options that would best facilitate how our HBM family members might best be witnesses of the gospel of Jesus Christ, whether they be missionaries, team members, office staff, or Christians in general. We believe that it is in the best interest of HBM and our extended family to be aware of and participate in the online community, thus expanding their options to testify of God's goodness, including His working in our lives, enhancing our opportunities to share with the world the transforming power of the Lord Jesus Christ. The following guidelines serve to clarify HBM's position relative to social media, providing helpful, practical advice while also protecting both you and the ministry as we seek to appropriately use the various elements of social media for the glory of God.

By way of clarification, references related to "HBM leadership" as included in this document include the Senior Pastor of Smyrna Baptist Church, the HBM President, Directors, and other officers, and, as required, the HBM Board of Directors. The Senior Pastor will participate in and direct any decisions that may result in disciplining any HBM missionary who knowingly deviates from the policies outlined in this document, up to and including dismissal from this mission board.

Applicability

Without exception or exemption, this policy encompasses all HBM missionaries, regardless of length of service, as well as team leaders, team members, and staff.

Implementation and Administration

The senior leadership of Heartland Baptist Missions is solely responsible for implementing and administering all aspects of this policy, including enforcement as necessary. The final approval of the policy, including any required or desired changes, is the responsibility of the HBM Board of Directors.

HBM senior leadership reserves the right to require any representative of this mission board to redact or remove any posting that does not glorify God or that violates the Board's guidelines and standards, as enumerated in this policy.

Available Platforms

There are an increasing number of options available to missionaries that greatly enhance their ability to maintain an online presence. They add significant value to the ministry while greatly facilitating regular, timely communication with churches, supporters, and others interested in the work. These platforms include, but are not limited to, the following:

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| • Facebook | • YouTube | • Yelp | • Telegram |
| • X (Twitter) | • TikTok | • Threads | • Discord |
| • Instagram | • Snapchat | • WhatsApp | • Nextdoor |
| • LinkedIn | • Reddit | • Pinterest | • Alumni Groups |

Missionaries who opt to use any of these platforms must understand how they function, exercising discretion and discernment with each post. All text and images posted **MUST** reflect the highest standards of Christlikeness and be above reproach in all respects. ANY posting that does not adhere to these standards will **IMMEDIATELY** be removed or redacted at the discretion and direction of HBM leadership. Failure to do so will result in termination of the relationship between the missionary and Heartland Baptist Missions.

The following guidelines SHALL be observed at all times while utilizing social media platforms:

1. A designated ministry leader, previously approved by HBM, should approve all postings, whether they be informational or for the purposes of seeking to raise additional support for the ministry.
2. Social media shall not be used to comment on or to promote personal partisan political positions.
3. Photographs or images of ministry activities must be carefully screened prior to posting. All such postings must glorify our Lord to the greatest extent possible and must never include images of inappropriate dress or activities of a questionable nature. If at all possible, permission should be obtained prior to posting any photographs of recognizable individuals.
4. All representatives of the HBM family must refrain from publication of any text, photograph, or image that would dishonor the Lord or that would cast any aspect of the corporate or individual ministries in a negative or controversial light, adhering to all HBM leadership, doctrinal, and personal standards.
5. All postings related to doctrinal or testimony-related issues must be evaluated carefully in the light of the Scriptures to ensure proper doctrinal adherence. All scriptural quotations, references, images, photos, or comments must be limited to the Authorized King James Version.
6. No photos or images that present sin in a favorable or positive light shall be published. It is essential that all postings be carefully evaluated, both scripturally and with consideration to HBM policies, procedures, and doctrine, prior to publication. Any publication that does not comply will be removed immediately and permanently, as determined by HBM leadership.
7. No postings will include links to websites or YouTube pages that are not consistent with scriptural or HBM standards.
8. Prior to posting any publication or image in any language other than English, HBM will be provided with a complete and accurate translation by email to ensure that nothing is posted that cannot be evaluated by HBM leadership.
9. Missionaries, leaders, team members, and volunteers of the ministry must be good stewards of their time with respect to the use of social media so as not to devote an inordinate amount of time online at the expense of regular ministry functions.
10. No representative of HBM shall visit any website or social media platform that includes postings or links of an obscene, pornographic, or blasphemous nature.

Final Thoughts

1. Never use social media in such a way as to give the enemies of God cause to blaspheme (recall the comments of Nathan the prophet to David after his sin with Bathsheba).
2. Always bear in mind 1 Corinthians 10:31 - ***Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God.***