“The social networks are one way to experience ... the beauty of faith, the beauty of encountering Christ.”

- Pope Francis, June 2014
World Day of Communications
This policy pertains to all church personnel: bishop, priests, deacons, religious, educators, school faculty/staff, diocesan employees and volunteers who provide ministry or service in the Diocese of Pensacola-Tallahassee.
ACCOUNT TYPES

There are two types of accounts:

1. Ministry
2. Personal
A ministry account is an internet channel created by church personnel for the purpose of conducting diocesan business.

Account Examples: social media, blog, website
A personal account is an internet channel created by church personnel for the purpose of personally communicating with friends, family, co-workers, acquaintances.

Account Examples: social media, blog, website
1. Create a separate social media account that is reserved for work.

2. Use your diocese/parish/school email to set up the account.

3. Do not use your personal email.

4. At least two (2) people must have administrative access to all parish and/or school websites and social media accounts. One person MUST be an employee of the parish and/or school.
Anything published on a ministry or personal website is not different from making such information available in any public forum.

Before posting, make sure the content is accurate and appropriate.

When posting, be respectful and professional.

Remember that you are representing the Catholic Church.
Information that causes or has the potential to cause embarrassment to a cleric, volunteer, parish, or the Church community is prohibited.

Issues, concerns, or problems should be taken offline and addressed through another appropriate means of communication.

An administrator should monitor comments in a timely manner. Anyone who displays inappropriate conduct should be blocked or banned from your social media account. Choose the option in settings to be notified by email when comments are made.
COMMENT MONITORING

Delete comments that are:

• Offensive
• Harassing
• Obscene
• Derogatory
• Scandalous
• Inappropriate
• Spam
• Off-topic
• Vulgar
SOCIAL MEDIA COMMUNICATION

May Not Be Used For:

Providing personal opinion;

Conducting or promoting any outside or personal business;

Defaming the character of any individual or institution;

Causing embarrassment to a cleric, volunteer, parish or Church community;

Providing any personal information about children without the consent of a parent or guardian.
Due to copyright laws, it is best to share a post instead of copying and pasting the content into a post.

**Do not** use images, photos, videos or music without permission from the copyright holder unless it is exempt by Fair Use or in public domain. When in doubt, always use your own media.

**Do not** post photos or videos of minors without a signed release from the parents or guardian. Communication dealing with minors must adhere to the Charter for Protection of Children and Young People. (www.ptdiocese.org/thecharter)
**BEST PRACTICES**

Before any photos or videos of children may be used, written permission in the form of a media release must be obtained.

In the case of adults, the permission is implied by email or by participation at public events, such as Mass, parish events or festivals.

If church personnel are taking photos or videos, it is suggested that a posted or public announcement is made beforehand regarding the usage of photos and/or videos. Attendees may have the opportunity to opt-out, and sit in a designated area where photos and videos will not be taken.
PROTECTING CHILDREN & VULNERABLE ADULTS

Church personnel and other Church-affiliated persons are not to use email or any social media site to contact youth under 18 years of age. Communication should be done through the parents or guardians.

Only use first names to identify minors in photos and/or videos whenever possible.

It is never advisable for an adult to “friend,” text, or “tweet” a child on social media.

Church personnel will comply with the Code of Conduct and all aspects of the Diocese of Pensacola-Tallahassee Safe Environment policies and procedures.
Questions?

Contact the Office of Communications.

communications@ptdiocese.org

850.435.3500