



## **400.13**

■ POLICY

□ GUIDELINE

### **ADMINISTRATION**

#### **ESTABLISHING AND USE OF SOCIAL MEDIA**

- Establish and utilize official social media accounts and/or pages for parish or ministry communication that do not allow minors access to personal accounts and/or profiles of adult leaders.
- Approval from the Parish Coordinator of Youth Ministry, their supervisor, and the pastor must be obtained before creating a new social media account and/or page for the parish or ministry. There must be at least two adult administrators and at least one of these should be the Parish Coordinator of Youth Ministry or DRE, their supervisor, or the pastor.
- All social media sites and pages should be public and transparent.
- Social Media involving the participation of minors must be equally accessible to the minor's parent or guardian. The parents and guardians should be made aware of the site or page and both allowed and strongly encouraged to participate.
- Social media sites or pages belonging to the parish or ministry must be monitored and reviewed on a regular basis. There shall be no posting of inappropriate or foul language, photos, or videos, and no verbal or emotional harassment (see 300.30 and 300.31). There shall be no posting of confidential or proprietary information, unauthorized use of trademarks or logos, or promotion or solicitation from outside businesses. As stated in Policy 400.10, it is prohibited to post and personally identifiable information pertaining to a minor without the written consent of a parent or guardian.
- Adult employees and volunteers must refrain from providing any form of counseling to a minor via a social media platform. An adult employee or volunteer may not initiate a one to one private communication with a minor via social media. If a minor initiates such communication via social media, then the adult must move the conversation to a public platform and retain a record of the communication for seven (7) years.