Social Media
Best Practice Guide
# Social Media Best Practice Guide

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Revised December 2012
Introduction

Developments in information technology continue to change the way we live, and social media is playing a larger role than ever in the lives of adolescents and adults alike. As of June 2010, there were over 266 million Internet users in North America. Facebook, one of the most popular social networking sites, had 350 million users in 2010; that number rose to over 1 billion in October 2012.

Social media is the Internet and technology-based channels of communication in which people share content with each other. Examples include Facebook, Twitter, Foursquare and Instagram. Young people today feel a tremendous amount of social pressure to use social networking sites. Connecting with friends, sharing photos and videos, and playing games on these sites have become an important part of their lives. But social media is not only engaging young people. According to a US government study, in 2009 the median age of Facebook users was 35 years old and rising. Every generation has embraced social media as a way to stay connected with friends and family, exchange ideas, gain knowledge, or simply be entertained.

The Catholic Church recognizes the importance of social media as a tool for evangelization. Pope Benedict XVI notes that special attention should be paid to the “various types of websites, applications and social networks which can help people today to find time for reflection and authentic questioning. ...In concise phrases, often no longer than a verse from the Bible, profound thoughts can be communicated.”

Blessed John Paul II said:

The Internet can offer magnificent opportunities for evangelization if used with competence and a clear awareness of its strengths and weaknesses. Above all, by providing information and stirring interest it makes possible an initial encounter with the Christian message, especially among the young who increasingly turn to the world of cyber-space as a window on the world.

One has only to search the Internet to find the many ways the Catholic Church is utilizing social media to spread Christ’s message. Below are a few examples:

- Official Facebook page for Pope John Paul II: http://www.facebook.com/vatican.johnpaul2
- Official Facebook page for World Youth Day: http://www.facebook.com/worldyouthday
- The Vatican and the United States Conference of Catholic Bishops have their own twitter accounts: (https://twitter.com/news_va_en) and (https://twitter.com/USCCB)
- In addition, there are countless sources of information from religious orders and Catholic media organizations, such as EWTN and the Daughters of St. Paul.

To help support the positive use of social media and respond to the call of the New Evangelization, the Diocese of Lafayette is pleased to present this Social Media Best Practice Guide as an important resource to help our churches, schools, and other Catholic institutions demonstrate the real presence of God within the sphere of social media.
Social Media Use

On the occasion of the 45th World Communications Day in June 2011, Pope Benedict XVI said that he would like to “invite Christians, confidently and with an informed and responsible creativity, to join the network of relationships which the digital era has made possible.”

Pope Benedict went on to state:

The web is contributing to the development of new and more complex intellectual and spiritual horizons, new forms of shared awareness. In this field too we are called to proclaim our faith that Christ is God, the Savior of humanity and of history, the one in whom all things find their fulfillment.

The Diocese of Lafayette, echoing the sentiments of the Holy Father, encourages the use of social media among employees, volunteers and constituents within the Diocese of Lafayette for the purpose of promoting ministry, schools, youth programs and religious education. In addition to evangelization, social media is a useful tool for disseminating information in a quick and efficient manner.

Using social media does not need to involve a grand and complex strategy on the part of the parish, school or social service agency. God promises that when his Word goes forth, it will not return empty (Isaiah 5:11). Something as simple as quoting a short scripture passage once a week on a youth ministry Facebook page may have a profound effect on the life of an individual reading the post.

If your ministry does want to implement a social media strategy, there are many Catholic online resources, including the following:

Catholic Tech Talk
http://catholictechtalk.com/

Open Source Catholic
www.opensourcecatholic.com/about-osc

Parishes, schools and social service agencies would do best to embrace this new technology and use it as one of many tools to reach out to Catholics and non-Catholics alike. To use social media effectively, it is helpful to have an idea of the different types of social media used today.

Please note that this is an area that changes rapidly; the most popular website today may be old news tomorrow. Still, some social networking tools, such as Facebook and Twitter, seem to have established a strong foothold among young and old alike.
Facebook and Other Social Networking Sites

Google+, MySpace and LinkedIn are a few of the many social networking websites, but Facebook has, by far, the most registered users. Facebook allows users to create a profile that can include personal information, likes and dislikes, photos, videos and links to other sites. Users then connect to others by initiating or accepting friend requests. Users do not need a computer to access sites such as Facebook; pages can be viewed and updated via many mobile devices.

Everyone from grandparents to pre-teens to corporations use Facebook. Businesses use Facebook as a marketing tool to broadcast information in an official, public manner to customers who want to connect with them. Many dioceses are establishing Facebook pages to inform users of upcoming events, or to highlight public policy initiatives that may have an impact on Catholics in the diocese.

Facebook requires that members be at least 13 years old to open an account. However, many children under the age of 13 create a Facebook profile simply by creating a false identity or lying about their age. According to the most recent data from Consumer Reports, approximately 5.6 million users in the US are under the age of 13.

Social networking websites such as Facebook can be useful tools when promoting the ideals of the Church, especially when reaching out to youth over the age of 13. According to a recent study, 72% of adolescents have a profile on a social networking site, and that number is growing. A youth group program that does not utilize social networking websites may be considered “out of touch” by today’s youth. In addition, many adults use these sites to connect to various groups in their community. Schools, churches and social service agencies can provide a service to the community by establishing Facebook pages that, for example, are regularly updated to inform others of events such as Holy Day Mass schedules, blood drives, flu clinics, or other noteworthy information.

Best Practices for Social Networking Sites

- Review the privacy settings of each site to make certain you understand how to best use these settings. (For more information, please see “Privacy Settings and Permanency” in this guide.)
- Publish content and comments that are positive, informative and constructive.
- When sending “friend” requests, limit your requests to those who are 18 or older. When accepting a “friend” request from a minor who is at least 13 years old, be sure you have parent or legal guardian permission. (See Appendix A for a sample permission form.)
- Before posting pictures of others, ask for their consent to do so.

Issues to Take Into Consideration

- Many social networking sites have age restrictions to set up an account. Please be mindful of these restrictions when setting up your social networking site.
- Please remember that anything published on a site or comments posted to a page can become public and viewed by unintended audiences, regardless of the privacy settings.
- Try to avoid using private messages with minors unless absolutely necessary. If necessary, print a transcript of the exchange.
- Do not feel obligated to accept a “friend” request if you do not feel comfortable doing so.
- Avoid responding to or engaging in negative online conversations/postings.
- Facebook and other social networking sites have location services in which your location may be identified every time you post to the site. If you do not want your location revealed every time you post, find out how the location service works on each site. In some cases, you have to indicate your location and in other cases, your location may be revealed by default.
Twitter

Twitter is a real-time information network in which anyone can create an account and read or send brief text-based messages known as “tweets.” Each tweet can be up to 140 characters long and can include links to photos and videos. Users may subscribe to other users’ tweets, which is known as “following.”

If you choose to follow someone on Twitter, that user’s tweets will appear in reverse chronological order on your main Twitter page. Tweets are publicly visible by default, but senders can restrict message delivery to just their followers.

Because users can “re-tweet” messages, there is the potential for messages to “go viral,” which is a term used for the mass dissemination of messages via social networks.

As with Facebook, users do not need a computer to access their account; most twitter accounts are accessed using mobile devices. Administrators can use a service like Twitter to send brief messages to a group of followers, informing them of important ministry information, updates and needs.

For example, a soup kitchen that is low on supplies can send a tweet to its followers indicating specific pantry items. In addition, Twitter can be used to give followers minute-by-minute updates and images from live events that would be of interest to users.

Best Practices for Twitter

• Use Twitter to share positive and useful information, images or videos.

• Try to establish a routine for sending tweets; i.e., once a day, once a week, etc.

• Proofread your tweets before sending.

• Learn how to delete a tweet (but remember that it may not be possible to permanently delete a tweet once it’s been sent).

• Learn how to “retweet” so you can forward good information that you receive.

Issues to Take Into Consideration

• Twitter is a public forum; thus, take care not to share information that is meant to be private.

• Remember that any tweet you send can be instantly resent by users, meaning that your tweet can be disseminated to a larger-than-intended audience in a matter of minutes.

• Others will be able to see who you “follow” and who is “following” you.
Blogging

A blog is a type of website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are normally based on a particular subject and displayed in reverse chronological order. WordPress is one of the more popular tools used to create blogs.

Blogs can be an efficient method for communicating information on upcoming activities and ministerial updates, distributing permission/consent forms and sharing calendars. Other possible uses include posting links and references for faith formation, communicating sacramental preparation information or parent/catechist resources, and distributing daily Scripture passages, prayers or spiritual links and resources.

Best Practices for Blogging

- Blogs require constant input and monitoring to make the Church’s presence effective; therefore, a blogger should be prepared to post new content on a regular basis. It helps to set goals for your blog activity and, if possible, make sure the goals are measurable.
- Ensure that at least two adults serve as administrators for each blog to allow rapid response and continuous monitoring of comments.
- Keep passwords and names of blogs in a central location. More than one adult should have access to this information.
- Use a general email address of the ministry, school or social service agency so that access to the site will continue regardless of employee status (i.e., youth@stppchurch.org). More than one person should have access to the mailbox.
- Write in the first person and identify yourself. Avoid using pseudonyms or the name of the parish, program, or school as your identity unless authorized to do so.

- Practice Christian charity.
- Be prepared to contribute consistent, high quality content.
- Use good writing skills.

Issues to Take Into Consideration

- Monitor comments on a regular basis and delete any inappropriate material.
- Abide by diocesan/parish guidelines for communications in general, ensuring that communications are conducted in a professional manner. Civility and respect are critical in all interactions.
- Personal blogs reflect a person’s unique and specific creation and should not be used for diocesan or parish ministry.
- If a blog is created on behalf of a parish, school, or social service agency, please ensure that the administrator of the parish, school or agency has given express permission.
- As in all professional/ministerial settings, posted information, opinions, references, and resources should reflect the teachings of the Catholic Church.
- Be sure you have rights to the content that is published. Copying a photo from the Internet and publishing it on the blog is not the same as having rights to that photo. (For more information on this, please read the “Copyright Issues” section of this guide.)
Video-Sharing Websites

Video-sharing websites, such as YouTube and Vimeo, are sites in which a user can upload, share and/or view videos. For example, an office of the Diocese of Lafayette may decide to make a video recording of a training session, upload the video to Vimeo and distribute the Vimeo link to those who did not attend the training, or a religious education teacher may want to show students footage of the Beatification Mass of Blessed John Paul II that she found on YouTube. In addition, videos that have been uploaded to a site like Vimeo can also be embedded in your own blog or website. This means the viewer only needs to go to your blog or website to view the video. By giving the viewer access to the video from your own blog or website, you avoid subjecting the viewer to advertisements or other distractions that may be present on video-sharing sites.

Video-sharing websites are widely-used among young people. A recent Nielsen poll indicated that YouTube has become the most popular way for American adolescents to listen to music, surpassing radio and CDs. There are differences among the various video-sharing websites, however, and users should investigate each site before uploading videos or referring the site to others. At this time, the Diocese of Lafayette recommends Vimeo. For a small monthly fee, users can purchase a subscription that enables the user to view videos free of banner ads. In addition, YouTube auto selects and makes visible “related” video clips which may not be in keeping with your mission.

Best Practices for Video-Sharing Sites

- When setting up an account, passwords and usernames of accounts should be registered in a central location, and more than one administrator should have access to this information.
- If you wish to upload a video to one of these sites, be sure every individual represented in your video gives his/her express consent before the video is uploaded.
- Identify yourself. Do not use pseudonyms or the name of the parish, program, or school as your identity unless authorized to do so.
- Content should be a reflection of Church teachings.
- Abide by copyright laws. (For more information on this, please read the “Copyright Issues” section of this guide.)

Issues to Take Into Consideration

- These sites often allow users to post their comments about videos; therefore, be mindful that comments might accompany a video you want to share or view with others and some of these comments may be inappropriate or offensive.
- Take care not to divulge confidential information about others; remember that by default, videos posted on these sites are not private.
- Be cautious of streaming live video (Skype, Google Video, FaceTime) unless from a trusted source.
- Before sharing content with children, administrators should review content, including comments.
- Use hyperlinks to your online resources to prevent inadvertent exposure to inappropriate content.
Emailing, Texting and Instant Messaging

More than ever, our society relies upon electronic communications such as email and text messaging and as such, the diocese encourages ministry personnel, educators and administrators to use these tools for routine communication with parishioners, parents and constituents. Please note, however, that emailing, texting, and instant messaging are not the best tools for communicating matters of a sensitive or confidential nature.

In addition, these forms of communication remain subject to legal discovery and may not always remain private. Please keep in mind that anything you send or receive via email, text, or instant messaging could inadvertently be read by unintended individuals.

Best Practices for Emailing, Texting and Instant Messaging

- Always distinguish between professional and personal usage when using email, text message, or instant message communication.
- Proofread all messages and emails before sending, especially if using a voice control function (such as Siri on the IPhone) or auto-correct.
- To reduce the chance of inadvertently passing on spam emails, and to protect the privacy of others, use the “bcc” function when sending to a large email group. For more on this, please see “The Benefits of BCC” by the United States Computer Readiness Team, which can be accessed via the following link:
  http://www.us-cert.gov/cas/tips/ST04-008.html
- Use of these tools should always be consistent with the mission of the Church.

Issues to Take Into Consideration

- Communicate emotional content or sensitive information face-to-face when possible; emotions are sometimes misconstrued through these lines of communication and therefore should be used with discretion.
- If using these forms of communication with minors, avoid sending messages at inappropriate times of the day, such as late evening/early morning hours. Use the same boundaries you would use if you were to call the minor’s home.
- Employees and volunteers should immediately report any communication involving questionable content to their supervisors. Avoid forwarding or deleting the content.
- Use care when utilizing the “reply all” feature; make certain your email is intended for the larger audience.
- Avoid sending or requesting personal identification information, such as Social Security numbers, via email.
Copyright Issues

Copyright refers to the legal ownership an artist or author has over any original work that he or she produces. It automatically goes into effect the moment an image or piece of music is created in fixed form.

Only the copyright owner may give permission for the work to be copied, displayed or performed publicly. A copyright owner will typically request attribution and a small fee. As with printed publications, including an image or cartoon on a website without obtaining permission is a copyright violation.

Copyrighted Images

The term “images” applies to clipart, photographs, graphic art, maps, posters, cartoons, architectural drawings, fine art and other graphical works. All are protected by copyright law. Sometimes images are made available for “royalty free” use. As such, these images may be used without the need to pay royalties for each use, or the images may be used for a defined time period.

A common example is the Microsoft Clipart collection (http://office.microsoft.com/en-us/images/), for which the End User License Agreement allows royalty free use of the collection for noncommercial purposes. There are also many reputable websites offering royalty free stock images for a small fee.

Copyrighted Music

Under copyright law, “music” is a work that contains a fixed series of musical or spoken sounds. Some publishers, such as Oregon Catholic Press (OCP), GIA Publications, Inc., and J.S. Paluch Company, have obtained the individual copyright holders’ permission for their collections of musical works and can provide parishes with a single license to use these collections. Organizations generally pay a one-time or annual fee for these licenses.

CCLI, or Christian Copyright Licensing International (www.ccli.com), is a company that provides churches with affordable solutions to copyright issues. In addition, their Church Video License (www.cvli.com) division covers thousands of movies, videos and MP3 downloads.

Best Practices for Copyrighted Material

- If you find something online that you would like to use, search for information on the website about permissions to download, redistribute or reproduce. Most websites have a ‘terms of use’ page that explains how you are allowed to use content from the site. You can often find a link to this page from the site’s contact information or privacy policy page, or at the bottom of the page that contains the information you are interested in using.

- Before using a piece of music (liturgical or otherwise) or printing the words contained therein, obtain permission from the creator or publisher of the piece.

- If a single musical composition is the collaborative effort of several authors, such as a composer, lyricist and instrumentalist, each may hold a copyright. If this is the case, permission is required from each copyright holder.

- Try to use royalty-free images from reputable online sources.

Issues to Take Into Consideration

- Illegally copying someone else’s work is known as copyright infringement. It is a crime that exposes individuals and organizations to lawsuits. The copyright holder may claim actual or statutory damages of up to $100,000, plus any attorney fees.

- When obtaining permission from another, be sure to have written documentation of permission in the form of an email or letter and keep it on file.
Privacy Settings and Permanency

Because social networking sites rely on connections and communication, they encourage users to provide a certain amount of personal information. When deciding how much information to reveal, people may not exercise the same amount of caution as they would when meeting someone in person because:

- The Internet provides a sense of anonymity.
- The lack of physical interaction provides a false sense of security.
- They tailor information for their friends to read, forgetting that others may see it.
- They want to offer insights to impress potential friends or associates. 10

While the majority of people using these sites do not pose a threat, malicious people may be drawn to them because of the accessibility and amount of personal information that is available. The more information malicious people have about a user, the easier it is for them to take advantage. By using information that a user provides about his or her location, hobbies, interests, and friends, a malicious person could impersonate a trusted friend. In addition, those with malicious intent could convince the user that they have the authority to access other personal or financial data.

Permanency

The moment you publish something online, it is instantly available to other people and to search engines. You can change or remove information after something has been published, but it is possible that someone has already seen the original version. Even if you try to remove the page(s) from the Internet, someone may have saved a copy of the page or used excerpts in another source.

Some search engines “cache” copies of web pages; these cached copies may be available after a web page has been deleted or altered. Some web browsers may also maintain a cache of the web pages a user has visited, so the original version may be stored in a temporary file on the user’s computer. Once something is out there, you cannot guarantee that you can completely remove it.

Best Practices for Protecting Privacy

- Use strong privacy settings. Take advantage of the security options provided by social networking services. The default settings for some sites may allow anyone to see your profile, but you can customize your settings to restrict access to only certain people.
- Even with the use of privacy settings, there is still a risk that private information could be exposed; do not post anything that you would not want the public to see.
- Sites may change their privacy setting options periodically; review your security and privacy settings regularly to make sure that your choices are still appropriate.
Privacy Settings and Permanency (Continued)

• Only post photos of others if you have their permission to do so. In the case of children, be sure to refrain from posting anything that would identify the children by name, and always get parental consent before posting.

• Treat everything as public. The best way to protect yourself is to limit the amount of personal information you post to these services. This recommendation applies not only to information in your user profile, but also to any comments or photos you post. It is important that you give careful consideration to all information you post about yourself and about others, particularly children.

Issues to Take Into Consideration

• Users can upload comments from any computer or smart phone that has Internet access. For this reason, they may impulsively post a comment that they later regret. Always take a moment to think about whether the content you are publishing might be considered offensive to someone, or might compromise someone's privacy.

• Always keep in mind that even if comments and photos are retracted, it may be too late to undo the damage. Once information is online, there is no way to control who sees it, where it is redistributed, or what websites save it into their cache.
General Best Practices for Social Media

Online Identity

The Internet can easily provide a sense of anonymity. For this reason, it is important to establish a transparent online identity. To start, a distinction needs to be made between work-related sites and personal sites. A work-related site is a site established explicitly for the promotion and administering of a particular ministry or service. It is branded with the official name of the ministry, and is restricted to information related to that ministry.

A personal site is a site or identity established and maintained by an individual employee, cleric or volunteer to share personal communication with friends and associates. As much as possible, work-related and personal sites and communications should be kept distinct. It can be misleading to use a personal site for work-related activity or communication. Likewise, it can be inappropriate to post personal information (interests, hobbies, opinions, activities) to work-related sites.

Best Practices for Online Identity

• Social networking identities should be clearly limited to either personal or work-related use. This applies to volunteers as well as to employees.

• Use disclaimers where needed to avoid the appearance of an affiliation or sponsorship by one’s employer or administrator.

• Always be aware that nothing online is truly private, and any postings on personal sites easily become part of one’s public online identity, potentially forever.

• Use good judgment. To whatever extent one is identified as an official minister of the Church on personal sites, then to that extent must postings and information not conflict with one’s official position and role in the Church. This is particularly true for clergy and vowed religious.

• Online identities are often connected closely with email addresses. It is recommended that ministers and volunteers maintain separate email accounts for professional/church use and personal communications. Most free email providers (Gmail, Yahoo, etc.) allow individuals to maintain multiple email accounts.

Issues to Take into Consideration

• Adult ministers should not indiscriminately advertise personal sites to young people with whom they are working.

• Personal sites should avoid using work-related logos, trademarks or other identifying marks from their work environment.

Monitoring and Review

For the protection of the organization as well as the individual, transparency is the goal in all online communication.

Best Practices for Monitoring and Review

• Official websites, blogs and social media tools should always have multiple administrators, all with full access to all posted information. At least two of the administrators should be Safe Environment trained adults. Passwords and other access tools should never be known to only one person.

• Parents should be informed that a social networking site is being utilized as a standard part of the ministry, and should be given access to the site.

• All one-on-one communications with young people should be available to parents/guardians as well as to supervisors.

• Consideration should be given to the registration of all sites, passwords, and administrators of online activity with the ministry’s supervisor or director. (See Appendix D for the Social Networking Site Registration Form.)
General Best Practices for Social Media

(Continued)

Issues to Take into Consideration
(Monitoring and Review)

• Church personnel should save copies of conversations whenever possible, especially those that concern the personal sharing of a teen or young adult.

• Sites that allow comments or postings by persons other than the administrators should be moderated so that all posts are administrator-approved before being made available to the public.

Online Collaboration Tools

Online collaboration tools allow groups of people to work together over the Internet on projects without the need to be in the same location. There are many online collaboration tools (i.e., Google Docs, Moodle, DropBox) available which can help your group accomplish its goals.

Best Practices for Online Collaboration

• Be transparent. Identify yourself completely and define the nature of your collaboration.

• Be sure to have permission from a minor’s parent or guardian before contacting the minor via social media. (See Appendix A for a sample permission form.)

• Parents must have access to everything provided to their children. For example, parents should be made aware of how online collaboration tools are being used, be told how to access the sites, and be given the opportunity to be copied on all material sent to their children via social networking.

• Administrators should be encouraged to save copies of conversations whenever possible, especially those that concern the personal sharing of a teen or young adult. This includes chat features commonly available in online collaboration tools.

Issues to Take into Consideration

• When presenting opinions and engaging in chats/discussions, it is essential for administrators to remember they are an extension of the Church and should not express personal views that are contrary to the mission of the Church.

• One-on-one communication with minors should be kept professional.

Public Relations

Individuals and organizations have a certain reputation with the general public. The maintenance of the reputation/image of an individual or organization is known as public relations. The marketing department is often charged with the task of creating and maintaining a public relations policy. By supplementing and even replacing traditional forms of media, the use of social media in public relations is becoming the norm.

Best Practices for Public Relations

• Organizations should originate all messages, blogs, posts, and other forms of social media.

• Organizations should develop and maintain a social media plan. Consider making an editorial calendar for the year (see Appendix B and Appendix C for monthly and weekly planners) that addresses the following:

  How often will you post?

  What topics will you cover and when will you cover them?

  To reach more of your audience, who else can you empower to post and share?
General Best Practices for Social Media (Continued)

Best Practices for Public Relations (Continued)

- Messages should follow this acronym: AIDA. You may want to concentrate on one topic per week:
  
  **A**ttract awareness to your cause  
  **R**aise **I**nterest in staying involved  
  **I**ncrease the **D**esire to participate  
  **L**ead to **A**ction

Issues to Take into Consideration

- Avoid controversial topics unless you are prepared to respond accordingly.
- As a member of the Diocese of Lafayette, remember that your organization’s message can affect the Diocese and the Church, and vice versa.

Employee/Volunteer Relations

With the growing use of social media, it is important for employees and volunteers to be aware that they represent organizations or places of employment, especially if they have self-identified as being an employee.

Best Practices for Employee/Volunteer Relations

- If an employee is identified with your organization and writes messages on his/her personal site contrary to the beliefs of your organization, or to the detriment of your organization, he/she should include a disclaimer on the post.

- When sharing information about an organization, an employee should share it directly from the organization’s website or social media page to preserve the message. This can be done by simply copying and pasting the link.

- Encourage employees to get involved in sharing the message. If there is a qualified employee, consider giving him/her an outlet on the organization’s website (e.g., a blog).

Issues to Take into Consideration

- Avoid sharing negative thoughts, experiences, or feelings regarding your place of employment.
- Avoid sharing information that may unintentionally violate the privacy of others.

Conclusion

Social media is a valuable, and in some ways necessary, tool for evangelization. As Pope Benedict XVI said:

> As with every other fruit of human ingenuity, the new communication technologies must be placed at the service of the integral good of the individual and of the whole of community. If used wisely, they can contribute to the satisfaction of the desire for meaning, truth and unity which remain the most profound aspirations of each human being.11

It is our hope that this Social Media Best Practice Guide will serve as a resource to help our schools, parishes and social service agencies navigate the world of social media.
Endnotes


10 Source for this section: The United States Computer Emergency Readiness Team, http://www.us-cert.gov/

APPENDIX

Appendix A:
Parental/Guardian Permission for Direct Contact with Minors

Appendix B:
Social Media Monthly Planner

Appendix C:
Social Media Weekly Planner

Appendix D:
Social Networking Site Registration for Ministries, Parishes & Schools
PART I

➢ Diocesan Ministry, Organization, Parish or School Completes

Ministry/Parish/School/Organization Name: _______________________________________

Name of Contact/Coordinator: __________________________________________________

Ministry/Parish/School/Organization Communicates via:

Cell Number: ___________________ Email Address: _______________________________

Social Networking Site(s): _____________________________________________________

PART II

➢ Parent or Guardian Completes

☐ You MAY NOT contact my child directly. (Sign and return.)

☐ You MAY contact my child directly. (Complete all sections below, sign and return.)

Name (Parent/Guardian): _______________________________________________________

of Minor Child(ren): ___________________________________________________________

Contact with my child(ren) is permissible via the following methods:

Phone call/voice message to this telephone number: ______________________________

SMS/text message to this telephone number: ______________________________________

Social networking site sponsored by group named: _________________________________

Email to this address: __________________________________________________________

Parent/Guardian Signature ________________________________ Date _______________
Social Media Monthly Calendar

Month: _________________

APPENDIX B
Topics for this month: ____________________________

Facebook
Admin: ____________________________
Admin: ____________________________

Twitter
Admin: ____________________________
Admin: ____________________________

Blog
Admin: ____________________________
Admin: ____________________________

1. Write the action for social media on the appropriate date. 2. Circle the corresponding media outlet for the action item. You should not have action items for each media everyday. 3. If an administrator is not the author of the post, notate that with the action item. Result: Social Media Success!
Use this worksheet to help plan your weekly social media usage. Don’t feel like you have to use each type of media weekly. Planning weekly and planning ahead will help you make the most of social media outlets. Keeping the most successful posts on file can help you plan for future posts too. The types of media listed here are not the only ones available. Feel free to adapt this form for other types of social media.

### Weekly Social Media Planner

**Weekly Topic:**

**Inspiration:**

**Content:**

---

**Images:**

**Keywords:**

---

What is the goal of the post?

- [ ] Grabs attention  
- [ ] Increases interest  
- [ ] Cause a desire to participate  
- [ ] Call to action

What type of post will it be?

- [ ] Event based  
- [ ] Donation based  
- [ ] How to or top # list  
- [ ] Related subjects

### Facebook

**Posted on:**

**Initial post (80 characters or less):**

---

**Links to include:**

---

**Share with:**

---

### Blog

**Published on:**

**Title:**

---

**Words to link & where:**

---

### Twitter

**Tweeted on:**

**Initial post (40 characters or less):**

---

**Links to include:**

---

### Status

- [ ] Written  
- [ ] Edited  
- [ ] Posted/Published/Tweeted  
- [ ] Requires follow-up
Social Networking Site Registration for Ministries, Parishes & Schools

This form is provided for use in connection with all social networking/social media sites or tools that are affiliated with the ministry, parish or school. It seeks to facilitate having multiple administrators for any such sites that are affiliated with the institution or organization. In this way, inappropriate privacy or secrecy can be avoided and transparency is encouraged in the use of all social media.

Name of Institution: ________________________________________

Pastor, Principal or Director: __________________________________

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<th>Ministry, Parish or School Social Media Site Addresses</th>
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It is expected that all persons listed here will abide by pertinent diocesan policy, and will strive to use best practices as outlined in Diocesan guidelines.