Social Media Guidelines

Archdiocese of Louisville – June 2017

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Introduction

By using the language and images of His day, Jesus Christ touched and transformed those He encountered. From Jesus, His followers received the good news of the Gospel, and guided by the Holy Spirit they, in turn, handed it on to the generations that followed.

From story-telling to printing presses to the Internet, the methods of communicating the good news have evolved. Today, we have access to a vast amount of information, opinion, inspiration, stories, visual media, and resources through the Internet. We also have opportunities to engage in new ways of communicating through social media.

Social media specialist Jon Lebkowsky defines social media this way: "Social media is a fundamental transformation in the way(s) people find and use information and content, from hard news to light entertainment. It's an evolution from the broadcast delivery of content—content created by a few and distributed to many—to network delivery, where content can be created by anyone and published to everyone, in a context that is 'many to many.'" (http://weblogsky.com/2010/01/29/definition-of-social-media/, January 29, 2010).

In the Church, social media presents both opportunities and challenges, yet calls us to participation. Pope Francis expressed it well when he said: "The revolution taking place in communications media and in information technologies represents a great and thrilling challenge; may we respond to that challenge with fresh energy and imagination as we seek to share with others the beauty of God." (48th World Communications Day Message).

The purpose of this document is to provide information, guidance, and best practices regarding the use of social media by parishes, schools, and archdiocesan agencies. These are not policies but suggestions, and nothing in this document abrogates existing policies already in place.

Please note that teachers and adult volunteers in Catholic schools are required to sign the "Internet and Electronic Mail Employee/Volunteer User Agreement," which has additional policies and prohibitions related to instruction. Parents and students are required to sign the "Internet and Electronic Mail Student User Agreement." (See both forms in the Appendix.)

Special thanks is extended to the communications staff of the United States Conference of Catholic Bishops for their *Social Media Guidelines* and for their work and witness in this field and to the Diocese of Rockford, who published an excellent social media booklet and graciously granted permission for the use of their material in this publication.

Definitions

Administrators: Those who operate, monitor, and post on social media, webs, and blogs.

Archdiocese, diocese, or archdiocesan: Includes the Roman Catholic Archdiocese of Louisville (hereafter called Archdiocese or Archdiocese of Louisville) as a corporation sole and archdiocesan agencies, parishes, diocesan elementary and secondary schools, and other diocesan-owned and operated facilities.

Church-sponsored: Owned and operated by the Archdiocese of Louisville or one of its parishes, schools, agencies, or other diocesan facilities.

Church Personnel: Includes employees and volunteers (clergy, religious, seminarians, and laity) of the parishes, schools, agencies, or other entities owned by the Archdiocese of Louisville.

Employee (See Church personnel): One employed and paid by an entity of the Archdiocese of Louisville.

Feed/Stream: The Internet is a constant connection that allows people to share and update information at all times. The concept of a news feed or information stream was born out of the 'always-on' nature of the Internet and is simply a list of information updates that flows like a stream. It is possible to subscribe to feeds or streams through various social media and communication platforms on the Internet. The news feed or information stream is the construct upon which many social media platforms are based, and each platform has its own way of dealing with the stream or unique incarnation of the feed.

Friends/Followers: This term may vary across platforms but refers to the people that like, subscribe, or are given permission to be connected to a social media profile. Friends/followers are the people that have given access to view a profile or page and with whom content is shared.

Mandatory Reporting of Abuse: Per KRS 620.030: "*Any person* who knows or has reasonable cause to believe that a child is dependent, neglected, or abused shall immediately cause an oral or written report to be made to a local law enforcement agency, the Kentucky state policy, or the Commonwealth's attorney by telephone or otherwise." This applies to information obtained through social media and includes clergy (except for information obtained with the Sacrament of Reconciliation), employees, and volunteers.

Ministry/Group: A parish, school, agency, or facility of the Archdiocese of Louisville and its employees or volunteers who administer an online presence. Examples could include a parish youth ministry Facebook page, a high school soccer team Twitter account, a DRE blog, and so on.

Minors: Persons under the age of 18 and vulnerable adults. A dependent or vulnerable adult is defined in Section 209.020 (4a) of the Kentucky Revised Statutes as an individual, 18 years or older, who is considered vulnerable when, because of an impairment of mental or physical functions, he or she lacks the legal capacity of an adult.

Profile: Profile is a term that many social media platforms have in common. It is used to describe the web page dedicated to each user in most of the platforms, whether it is called a profile or not. As the word profile implies, it also can simply refer to the collection of information about a user, along with uploaded content such as photos, videos, etc. A profile is both a web page space for the information and the information itself that identifies a user.

Social Media: According to the Oxford Dictionary, social media are websites and applications that allow users to create and share content or to participate in social networking. Examples include Facebook, Twitter, Pinterest.

Supervisor: The person ultimately in charge of a ministry/group: for a parish, the pastor or pastoral administrator; for a school, the principal, pastor, or president, and so on.

Volunteer (see Church personnel): One who works in an unpaid capacity for parish, school, or agency and has ongoing ministerial responsibilities within that parish, school, or agency. These may include but is not limited to, catechists, youth ministers, coaches, tutors, classroom assistants, etc.

Web 2.0: The term "Web 2.0" is associated with web applications that facilitate interactive information sharing, including social media, and allow users to interact with other users, change website content, provide reaction to content, share content with others, or filter content provided by the creator.

Section 1: Primary Social Media Platforms

New platforms are established seemingly every day; these are the primary social media platforms being used. Information on most usage and demographic statistics is provided courtesy of 2015 and 2016 Pew Research Center reports. The 2015 Pew survey found that 85% of adults are internet users and 67% are smartphone users. 90% of young adults (ages 18-29) use social media; 77% of those from 30-49 use social media, and 35% of those over 65 use it.

In general, those with higher educational attainment who live in urban areas and have higher household income are more likely to be social media users. Women use slightly it more than men (68% of women versus 62% of men). There are not notable differences among racial or ethnic groups: 65% of white, 65% of Hispanics, and 56% of African Americans use social media.

Facebook

Key Demographics: By far, the biggest social media network, which includes 79% of all Internet users and 68% of entire adult population: 88% ages 18-29; 84% ages 30-49; 72% ages 50-64, and 62% of ages 65+. Seventy-six percent of Facebook users visit it daily, and Facebook has diverse demographics (e.g. African American, Hispanic, rural, suburban). Women favor its use by eight percentage points over men.

Facebook is a social media network based on the idea of connecting people through a person's profile. The network started as a way to give individuals their own personal, pre-formatted web page dedicated to displaying their personal information, photos, and communication with other members of the Facebook community. The profiles allow people to upload photos and videos, chat with other people, send emails, and post content they wish to share with others to a space called "the wall". The wall is Facebook's name for the news feed or digital stream of information that is posted to one person's profile. Facebook also includes a general news feed on the home page. The news feed is an aggregation of shared content on friends' walls.

Organizations such as parishes or youth groups can establish a public profile page or a private group. In the case of a public profile page, those who wish to follow the page "like" it. For private groups, those who wish to join are approved by an administrator. On both types of pages, it is possible to shut off private messaging options and remove posts or block individuals who may become disruptive. For an organizational page, it is important that fresh content be provided regularly, at least every few days, and that the content provide value to those who follow the page.

Facebook provides a uniform home base for content and a great way to direct people back to source content, such as websites or YouTube channels. Facebook now has video publishing capabilities similar to YouTube. A video published in Facebook will auto-play in the newsfeed when included in a post.

Twitter

Key demographics: 24% of adult Internet users; 21% of entire adult population: 36% ages 18-29; 23% ages 30-49; 21% ages 50-64, and 10% ages 65+. Twitter is popular with those under 50 and those who are college-educated; its popularity among women and men is about the same. 42% of Twitter users engage with it daily.

Twitter is a social media network based on the concept of the "Twitter Feed." Users on Twitter establish their own accounts with a unique Twitter "handle" (e.g. @ArchLouKY) and then subscribe or "follow" other Twitter accounts. The information sent by those one follows, called "tweets" is aggregated into one information stream that is live and constantly updating. Content on Twitter is limited to 140 characters of text and is mostly used for sharing a text message to followers, a link to source content, and/or a photo/video. Essentially, Twitter streamlined the idea of sharing content into its basest form: the aggregated news feed, while allowing users to choose from whom they wish to receive information and to whom to broadcast information. It is best to post (with tweets or retweets) at least once a day. The best days and times to tweet will depend on your audience, and can be determined by times when you receive the most retweets and favorites. Tweets can be scheduled and managed by platforms such as Hootsuite that also provide analytical information about how tweets perform.

Twitter also can generate interaction and conversation because of the nature of the medium; it's easy to propagate messages and get followers to disseminate your message. There is a significant level of overlap between Twitter and Instagram users. 65% of Twitter users also use Instagram, and 49% of Instagram users use Twitter. Other services like Periscope (livestreaming) overlap with Twitter. Twitter's main limiting feature is its strict, 140-character structure. Links and information dissemination rely heavily on source content and the willingness of the follower to visit source content.

Google+

Key Demographics: Large number of users registered (at 418 million about 1/3 of Facebook) but regular daily engagement is low; only about 9% have any posted content. Users are 70% male.

Google+ is basically Google's attempt at replicating Facebook for its own purposes. While Facebook has gradually increased its functionality (adding email, photo sharing, video sharing, etc.), Google already had email and YouTube, and all that was left was to link everyone together with a social network. Enter Google+. It's not commonly used for sharing information. However, it is important to note that a g+ profile is part of a Google account, and much of Google's informational content (like restaurant profiles and place pages) is being converted into the g+ template. It comes with any Google account, so it's available if needed and can serve as another organizational information page.

LinkedIn

Key Demographics: 29% of adult Internet Users; 25% of entire adult population: 34% ages 18-29; 33% ages 30-49; 24% ages 50-64; and 20% ages 65+. LinkedIn is popular with college graduates, those in higher-income households, and those who are employed. 18% of users engage with it daily.

LinkedIn is the web version of professional networking page. It has grown steadily over the last decade and has become a ubiquitous asset to many professionals as a way to house their portfolios and provide an online resume without having to create personal websites. A lot of professionals are on LinkedIn, and it provides helpful information about potential employees or volunteers.

Pinterest

Key demographics: 31% of adult Internet Users; 26% of entire adult population: 36% ages 18-29; 34% ages 30-49; 28% ages 50-64; and 16% ages 65+. Women dominate the site, with 45% of online women using Pinterest as opposed to just 17% of men. Twenty-five percent of Pinterest users engage with it daily.

Pinterest is a news, links, and information sharing website. Imagine a corkboard at home for recipes, along with notes to self, important addresses, coupons, clothing ads, etc. Pinterest is a website that seeks to emulate that digitally. It's graphic and image-heavy, due to the way information is collected and the layout of the website. Pinterest has steadily grown in popularity and is used, for instance, by parish catechetical leaders in the Archdiocese to assemble and promote resources. Pinterest has developed a "Pinterest for Business" option that allows the creation of an account categorized as "Institution/Non-profit," "Media," or "Public figure," among other options. Previously existing Pinterest accounts can be converted to one of these options.

Photo and Video Sharing

Instagram

Key Demographics: 32% of adult Internet users; 28% of entire adult population: 59% ages 18-29; 33% ages 30-49; 18% ages 50-64, and 8% ages 65+. It is popular among women, African Americans, Hispanics, and those in urban or suburban environments. 51% of users indicate that they log in daily.

Instagram is a photo-sharing platform that added a video function. It is based on taking photos with various editing options. The video function provides sixty seconds of video to shoot and share with friends. Once edited, the photo or video is shared on the Instagram feed, but also can be connected with other platforms like Twitter and Facebook to share the photo on a different social network. In 2016, the Pew report found that there was a significant level of overlap between Twitter and Instagram users. 65% of Twitter users also use Instagram, and 49% of Instagram users also use Twitter.

Snapchat

According to a December 2014 report from *Business Insider,* 45% of users 18-24; 26% of users 25-34; 13% of users 35-44; 10% of users 45-44; 6% of users 55-64 and only 1% 65+.

Snapchat is a photo and video messaging app that began in 2011. Its unique feature is that it allows users to send message, photos, and videos that will self-destruct ten seconds after being sent. Friends also can privately send messages to friends and can live video chat with each other. Users can add friends from their phone/device contact lists and friends who are located nearby, so when in a group, it is easier for friends to connect.   Snapchat also has a drawing tool allowing users to embellish photos and add text to them before sending, and it has a "story" function that will allow them to send messages, photos and videos that will remain for 24 hours. Please note, however, that nothing digital really disappears, and there are ways to circumvent the "disappearance" of images or videos, and as with any other social media, users should exercise caution on what is sent through this social media platform.

YouTube

Key Demographics: Roughly 81% of Internet users across all demographics. According to a study from *Business Insider*, YouTube reaches more persons ages 18-34 than any single cable network. *Digiday*, a digital publication focusing on media and marketing, reported that in March of 2015, "YouTube drew 31.8 million users aged 18 to 24 (98.3 percent of U.S. Internet users in that age bracket) who spent an average of 10 hours, 15 minutes on the site."

YouTube has a vast collection of videos that can be shared, stored privately, or hosted for embedding elsewhere and that can serve as a personal digital video archive for videos produced in-house or by others. Many organizations establish YouTube Channels for their video work. YouTube videos are typically short; videos of between 2-5 minutes have the best results, but there is the capability to upload very long videos (provided it is all original content). YouTube is owned by Google, so YouTube and Google accounts sync into one account. YouTube allows the user to subscribe to other channels, and other accounts can subscribe to your channel, but the best way to build a following for content on YouTube is to use it with other platforms, such as Twitter, in order to disseminate the videos.

Facebook Live

According to an April 26, 2016 article of *Forbes Magazine*, Facebook live is a feature that offers basic live-streaming video up to 90 minutes. Videotaping begins when the live stream icon is tapped from a smartphone or other device with video capability; the "finish" button is tapped to complete the video. Facebook Live also offers the option to write a description of the event, and followers can tune in to view the event. Unlike Periscope or Meerkat, however, after the video is completed, it will be archived and posted permanently on your timeline for viewing at a later date.   This article recommended several best practices including a robust promotion with Facebook followers of the live event before it happens; checking the connection before the taping and ideally connecting to Wi-Fi during the taping; developing a compelling description of the video; and engaging with followers before and after it is viewed. Facebook also recommends that videos be at least ten minutes long.
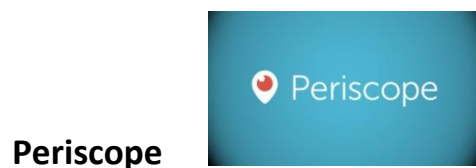
Periscope

Owned by Twitter, Periscope is also a live video streaming app through phones or tables that is aired through Twitter. Viewers can interact with the video content through icons or online comments. Content is available for 24 hours after the live stream and then disappears unless it is moved it to the camera roll on the phone for archiving. Periscope is used through an app on a smartphone or tablet with an account through Twitter. To start broadcasting, hit the camera button on the bottom navigation bar, describe the video, and start broadcasting. All broadcasts are public, unless the settings are adjusted.

Blog and Discussion Formats

The 2015 Pew report revealed that 15% of online adults read or comment on discussion forums, such as Redit, Digg or Slashdot, and these are particularly popular with young adults, with 23% of those 18-29 participating. Men are more attracted to these formats than women, with 20% of men versus 11% of women involved. Ten percent of online adults use Tumblr; 20% of those aged 18-29 use Tumblr. Brief descriptions of Tumblr and Reddit are provided below.

Tumblr

Key Demographics: Men and women use equally. Twenty percent of users are between 18 and 29 years of age.

 Tumblr is a combination of a social media platform and a blog. It allows users to have their own blog in which they can share others' content, share new content, or simply share what is on their minds. Tumblr exploded in the wake of the popularity of Facebook and Twitter among adults, making it the latest refuge of the young against their now adult-invaded social networking sites. The appeal of this platform may be the very broad nature of its content and the more private feel of the social network aspect.

Reddit

Key demographics: 18-29 year old males

Reddit is a social news website that serves as a way for people to share and discover new content online of any kind. Its users rule the site; once content is posted the users are free to up-vote or down-vote content to move it up or down the ladder of content. The front page of Reddit shows the top 20 posts based on the ratio of up-votes to down-votes. The site can be divided into sub-Reddits based upon categories or can be viewed with all of the content aggregated into one spot. The Internet-interested portion of this demographic is not friendly to preaching or continuous organizational self-promotion.

Section II: Best Practices

The web is no longer simply a repository of information – it has become a participatory platform for content creation and distribution.

Advances in technology have increased the opportunities for the Church to communicate her message, with social media providing a possible tool for communication, catechesis, evangelization, vocation recruitment, and many other ministries. Contact through social media, however, cannot replace the essential work of building relationships through personal contact.

The ethical use of social media requires developing a discriminating approach. As Archbishop Kurtz noted in an article he wrote about this topic: "One danger is the absence of reflection amidst the endless stream of facts… (or) the challenge to abandon critical judgment and discernment in what we read…and then contributing to further shared ignorance…In this case, the Church also may have a role in helping users of communication technology to be critical thinkers in the best sense of the word" (*The Record*, February 24, 2011).

An important consideration is how to engage. Setting up a Facebook page or Twitter account is not sufficient. Careful consideration should be given to the particular strengths of each platform and the needs of the ministry or audience this media serves. Goals should be established for each medium, including what is to be communicated, how to communicate, and how often content is posted. While information often can be shared with through several communication vehicles, the way it is shared should respect the culture and conventions of the vehicle and should be appropriate for the audience.

General Principles

Be selective: Use the right medium for your message. A tweet or blog may not be the best way to communicate a message intended only for a small group. Email or other means may be more effective.

It also is important to respect the interactive and dialogical nature of social media. If every social media post involves only advertising or self-promotion, users will quickly abandon your platform. Consider content that "feeds" (informs and inspires) your audience and promotes interaction.

Be responsible: What is communicated on church-sponsored social media reflects upon the whole Church. Administrators of church-sponsored social media are responsible for the content on the page.

- Social media platforms for parishes, schools, or agencies should never be utilized without the express permission and oversight of the supervisor (e.g. pastor, principal, etc.).

- The site or tool is owned by the parish, school, or diocesan institution, not by the administrator of the site or the particular ministry/group that created or administered the social media or web entity. The existence of this tool is at the discretion of the supervisor of the parish, school, or diocesan entity.

- All passwords related to social media sites should be shared with the supervisor or his or her delegate and should be maintained in a secure, central location. Passwords should be closely guarded and difficult to guess. The hacking of social media accounts is an increasing problem and can cause damage to the reputation of the ministry/group.

- Ideally, at least two adult administrators who have the ability to update frequently and understand the conventions of the various social media sites should be available to monitor and update the sites.

- Always abide by copyright and fair use regulations. When in doubt, ask permission for the use of others' trademarks, logos, photos, and material. See links to resources regarding fair use and copyright in Appendix D.

Be smart: Posts on social media forums are visible to people across the globe. What is posted will be public and permanent. Even what is deleted can be accessed.

Care must be taken to establish appropriate boundaries between professional relationships and personal relationships on social media. Church personnel should be diligent in avoiding situations that might become a source of scandal for themselves, others, or the Church.

It is also important to keep in mind that though digital and social media may seem like a relaxed and casual interaction between two individuals, these methods also have the nature of permanent, written communication.   Before posting, tweeting, or sending an email or text message, ask yourself if someone might be able to read something into a post or message that was not intended, especially when responding in haste or when emotions are involved. Keep in mind that nuances such as tone of voice and facial expression contribute greatly to how communication is received in a person- to-person context; those elements are not part of tweets, postings, emails, or text messages.

- Forums or any other feedback medium should be continually monitored by site administrators. Ideally, comments should be moderated and reviewed before posting.

- Consider publishing clear rules of the road or comments/posts policies about what is allowed on your social network site. In general, openness and transparency should guide social media, but posts that are obscene, violent, or that misrepresent the position of the Church can be taken down.   Anonymous posts should not be allowed. As an example, here is the "Comments Policy" for the archdiocesan Facebook Page (Archdiocese of Louisville Catholic Connection) :

  The purpose of this Facebook page is to provide information, inspiration, and an interactive forum for those who are interested in the Catholic Church (the Archdiocese of Louisville) of Central Kentucky. This is a moderated page, and all posts and comments should be marked by Christian charity and respect for the truth.

Posts or comments will be deleted that contain:

• Vulgar language.

• Personal or inflammatory attacks on persons or groups.

• Content or comments that are off topic.

• Spam.

• Links to sites that contain offensive material or attack persons or groups.

• Promotion of products or partisan political organizations or agendas.

• Information that is factually incorrect.

The Archdiocese of Louisville reserves the right to remove posts and block users who violate this policy.

- Feel free to block individuals or delete comments that do not conform to policies. It may be appropriate in other situations to ask the person posting to take the conversation "offline" so that it can be held by phone or in person.

- Parishes, schools and archdiocesan agencies may not *"participate or intervene in political campaigns on behalf of or in opposition to any candidate for public office."* See http://www.usccb.org/about/general-counsel/political-activity-guidelines.cfm.
Thus, Church personnel may not use Church-owned web pages, email systems, or social media to post partisan information or to advance a particular candidate for public office, even if the candidate is running in a non-partisan election (e.g. judges).

Be real: Authenticity and transparency are the driving forces behind social media. Do not use anonymous or fictitious names, identities, posts, or comments.

Be private: Seek permission when publishing personal information about individuals in the community. Employees must never divulge confidential information that comes to their attention as a result of their employment with the Archdiocese of Louisville. As much as possible, inform persons that images may be used on ministry group websites and social media platforms and where possible, obtain specific permission. If an individual expresses discomfort with a posted photo or video featuring him or her, take it down immediately.

In general, Church personnel should avoid using their personal social networking sites for church-related ministry.

Be respectful: Respect the audience and express viewpoints with appropriate language, Christian charity, and civility. Respect the Church and her teachings. Those who post and respond on the site in the name of the Church should post in the first person, be transparent about their roles, and refrain from claiming to represent the official position of the parish or Church unless authorized to do so.

Please see special section on the use of images, video and audio.

Minors – Special Considerations

These recommendations are promoted for two main purposes: 1) to respect the role of parents as the first educators of their children and 2) to promote a culture of safety and respect for the dignity and privacy of children, youth, and vulnerable adults.

With any social media forum, the parents or guardians of minors should be given the option of having access to everything provided to minors. Inform parents about how the ministry group is using social media and how to access the sites. Ideally, parents should grant written permission for photos, quotes, or video of minors to be used in parish social media or other communication vehicles; this is usually accomplished through a general release form, included in the Appendix of this document.

- Normally young people request to become part of a ministry social media groups. Ideally this request should only be accepted when a permission form is on file.

- On Facebook, ministry/groups should be established as a public profile page or a closed group. For public profile pages, those who wish to follow the page "like" it. For closed groups an administrator approves those who seek to join the group. For Facebook, it is possible to shut off private messaging options, and it is possible to remove posts or block individuals who may become disruptive. If your ministry group Facebook page is not set up this way, it is easy to change. Be in touch with the archdiocesan digital media coordinator at 502/585-3291.

- Church personnel with a personal social networking site and who work in settings with minors should exercise caution in "friending" a minor on their sites and/or "friending" minors on the minors' personal social networking sites.

- Church personnel should exercise caution in engaging in online games with minors.

- If possible, Church personnel should used Church-sponsored accounts to communicate with minors, and communication should be limited to church-related ministry. Consider tools like Google Voice or Remind that allow the use of personal cell phones but provide a separate number for communication.

- Church personnel should not respond to an inappropriate message or email from a minor and should share the message immediately with the supervisor.

- Avoid participation in chat rooms or video chats with minors unless they have been created for a particular ministry or employment-related circumstance.

- Church personnel should exercise caution in sharing personal phone numbers and email addresses with minors.

- The mandated child abuse reporting law, which includes child pornography, applies to all persons in the state of Kentucky and to information learned or shared on social networking sites. See *Restoring Trust: The Sexual Abuse Policies of the Archdiocese of Louisville* (2013) at https://www.archlou.org/wp-content/uploads/2013/10/RestoringTrust2013NoCard.pdf or go to www.archlou.org/report for more information.

- Accessing, downloading, possessing, or sharing pornography is always inappropriate and may have legal consequences if minors are involved. If Church personnel become aware of inappropriate photos or video involving a minor on a minor's phone or other device, never ask the minor to share the images or video with any other person. Rather, report the concern to the authorities and to your ministry supervisor.

- Please be aware of the Children's Online Privacy Protection Act, which is federal legislation that oversees how websites interact with children under the age of 13. In general, children under the age of 13 are not permitted to have online accounts, and personnel who become aware of accounts among those younger than 13 should inform parents of the existence of these accounts. For more information, see https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions.

Using Images, Quotes, Video, and Audio of Others in Publications, Websites, Videos, and Social Media

It is preferable to obtain specific permission for the use of images, quotes, audio, and video of people in diocesan, parish, and school communication vehicles, including publications, newsletters, bulletins, social media, videos, and websites. This models common courtesy and a basic respect for the dignity and privacy of others. It would be important to always seek permission before using an individual's image or words to *endorse* a particular effort, such as a fund-raising campaign or a marketing campaign used to promote any church-related program or event.

Obtaining specific permission is often more feasible in formal settings, such as schools, where general release forms can be obtained as part of the registration process. Here are some ideas to assist parishes with this recommendation in less formal settings:

- If possible, include general release forms as part of the registration processes for parish membership and activities so that you have them on file for most families. If this is done, however, it will be important that someone is able to monitor the images used in parish communication vehicles so that families that have withheld permission are not featured.

- For events or large venues, include language in the program and/or on posted signs that indicates photographs or video will be taken and used in parish, school, or agency communication vehicles.

- In all cases, it would be important that those who are taking pictures, conducting interviews, or shooting video be transparent about what they are doing and inform those being photographed or videotaped about the possible use of the material in parish, school, or agency communication vehicles. This allows those who do not wish to have their image used to remove themselves from the area where photos or videos are being taken and/or inform the person gathering still images or video that they do not want to be featured.

- Photos or video of large groups where individuals are not individually featured and where those individuals knew they were being photographed can be used without specific permission. Individuals at events held in large public areas would not have the same expectation of privacy as they would in the context of smaller events held in churches or schools.

Section III: Social Networking/Web Pages/Forums

A social networking site or web page is an extension of the ministry/group; that is, the web presence of the parish, school, or archdiocesan institution or entity by which it is sponsored, administered, and monitored. A ministry/group that establishes a web presence must make a commitment to this vehicle of communication. Web pages, especially the index, main page(s) and calendar of events, should be regularly updated. There should be an intentional plan and set of goals regarding establishing, maintaining, and updating a web presence. This plan should be clearly communicated to the staff, employees, and volunteers of the parish, school, or diocesan entity. Measure results and usage of your website through tools such as Google Analytics, and make adjustments to content and placement based upon the results.

Care should be taken when including links to other organizations on an archdiocesan web page or social media site, as any information found on other sites may be associated with the archdiocesan site.

A social network service utilizes software to build online social networks for communities of people who share interests and activities. Most services are primarily web-based and provide various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, and discussion groups.

- Social network: A social network is a Web 2.0 site that is entirely driven by the content of its members. Individuals are allowed flexibility in privacy settings; in posting text, photos, video, links, and other information; and in the level of interaction with other members.
  Examples: Facebook, LinkedIn, Twitter, YouTube, Flickr, Pinterest

- Micro-blog: This form of multi-media blogging allows users to send brief text updates or to publish micromedia such as photos or audio clips to be viewed by anyone or by a restricted group that can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, email, digital audio, or through a web interface. The content of a micro-blog differs from a traditional blog in that it is typically smaller in actual size and aggregate file size.
  Examples: Twitter, Instagram and Pinterest are forms of micro-blogging.

Section IV: Email and Text Messaging

Email and text messaging allow for flexibility and immediacy in communication. When combined appropriately with face-to-face communication, email and text messaging can significantly enhance how Church personnel communicate and can allow ministers to communicate more personally with those, such as college students, who have periods of time when they are geographically distant from the parish or school. Text messaging, in particular, has become the preferred method of communication for youth.

It is important to remember, however, that there is no such thing as a private email or text message. All emails and texts can be logged, archived, and forwarded to other parties. Any form of written communication has permanence, and there should be no expectation of privacy.

In addition, please keep in mind the nature of texting and email, which also has the quality of permanent written communication. Keep in mind that nuances such as your tone of voice and facial expression contribute greatly to how communication is received in a person to person context, and those elements are not part of email or text messages.

Always avoid any communication that might be construed as inappropriate. Church personnel should set and communicate the times that it is acceptable to send or receive an email or text message for work purposes. If accessing the ministry/group messaging site late in the evening hours, privacy settings should be set to "offline" or "unavailable." Never respond to an inappropriate text or email, especially from a minor. If you receive one, immediately report it to your supervisor.

The Archdiocese of Louisville has email and social media policies for its employees. Please see *Personnel Policies of the Archdiocese of Louisville (https://www.archlou.org/wp-content/uploads/2017/05/Policies-and-Procedures-with-new-table-of-contents-FINAL-to-Print.pdf)*

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Section V: Blogging

The word blog, which is a contraction of the term "web log," is a type of website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material, such as graphics, audio, or video. The newest entry is most commonly displayed first. Blogs can be very brief or very long. Research indicates that longer blogs receive better search engine results and better shares, but your blogs should address the needs of your audience and address the topic first and foremost. Longer blogs are served well by sub-heads.

Blogs should be updated regularly (at least once per week), and they benefit from the use of images and video. Don't forget to share your blog posts on other social media outlets such as Twitter and Facebook. Measure results through tools such as Google Analytics.

A church-sponsored blog should not be used:

- For personal communication or to promote a personal agenda.

- To conduct or promote outside business activities.

- To condemn or belittle any individual, organization, or institution.

- To divulge personal information about any person or confidential information about a person, institution, or issue obtained in the course of job duties.

In consultation with the supervisor of the Church-entity, Church personnel should decide whether to allow comments on blogs. There is no expectation that bloggers respond to all comments, but if comments are allowed, they need to be monitored and may need to be responded to, deleted, or blocked in certain circumstances.

Section VI: Personal Sites and Special Issues:

Personal Sites

It is assumed that a person's moral and religious commitments correspond to the ministry that one seeks to render. Thus the personal sites of church employees also should reflect positive values and should not offend the faith, morals, and/or teachings of the Catholic Church. For more information, please see the *Archdiocese of Louisville Personnel Policies and Procedures Manual 2017 at* *https://www.archlou.org/wp-content/uploads/2017/05/Policies-and-Procedures-with-new-table-of-contents-FINAL-to-Print.pdf*

Special Issues

Church personnel are encouraged to contact the Archdiocesan Communications Center (comm@archlou.org) in the event of questions or concerns that arise in the course of using social media, especially in the following situations:

- Personnel become aware of unofficial sites using the archdiocesan, parish, or school logo or claiming the identity of the Archdiocese, parish, or school without authorization.

- Personnel become aware of incorrect information and misinformation, especially information that may be defamatory, libelous, or slanderous, on social media sites.

- Personnel become aware of a dangerous or violent post directed at the Church or Church personnel on any social media site.

- Personnel need information about how to report suspected child abuse.

- Personnel need guidance on how to deal with a difficult person or situation on a ministry/group social media site.

- Personnel who are making a report of child abuse by clergy or by an employee or volunteer of the ministry/group should inform the Chancellor of the Archdiocese (502/585-3291) after reporting to authorities. Please see the *Restoring Trust: The Sexual Abuse Policies of the Archdiocese of Louisville* (2013) or www.archlou.org/report for more information about reporting sexual abuse.

For further questions or suggestions, do not hesitate to be in touch with the Archdiocesan Communications Center at the Chancery, 502/585-3291 or comm@archlou.org.

Name of Ministry/Group_____**(APPENDIX A)**

Date: _____ Name: _____

Promotional Release Form
(For a Child/Youth under Age 18 or Vulnerable Adult)

I agree to participate in an interview (in person, in writing, by phone, or by e-mail), an audio or video recording, and/or I agree to have photographs taken of me by a person or persons authorized by the Archdiocese of Louisville for use by the Archdiocese of Louisville or one of its parishes, schools, or agencies. I authorize the release and distribution of information concerning my activities with Catholic parishes, schools, and agencies, including my photographs, interviews, and/or audio/video recordings, to the Archdiocese for printed promotional materials, video/audio productions, television, websites, social media platforms, or media coverage about Catholic parishes, schools, or agencies, with the following restrictions:

_____

_____

(If there are no restrictions, write "none.")

I release the Archdiocese of Louisville, its personnel, and any other persons from liability connected with the taking or use of such material. I grant this authorization and release because I favor the promotion of the Archdiocese, Catholic parishes, schools, and agencies and their services. This agreement fully represents all terms and considerations; no other inducements, statements or promises have been made to me.

Name of Minor/Vulnerable Adult:

_____

I give consent for the minor or vulnerable adult:

_____ _____

Signature   Date

_____

Printed Name/Relationship to Minor

_____

Street Address

_____ (____)_____

City, State, Zip   Phone

_____

Email

Name of Ministry/Group: _____ (APPENDIX B)

Date: _____   Name: _____
                                   (Please type or print name of minor or vulnerable adult.)

Social Media Permission Form
(For a Child/Youth under Age 18 or Vulnerable Adult)

I agree to allow my child or vulnerable adult to participate in social media opportunities sponsored by the Archdiocese of Louisville or one of its parishes, schools, agencies or facilities. I understand that I will be informed about which social media tools are used, how they are used, and how to access the site. This permission is granted with the following restrictions:

_____

_____
                                   (If there are no restrictions, write "none.")

I release the Archdiocese of Louisville, its personnel, and any other persons from liability connected with my child's participation in social media. I grant this authorization and release because I favor the promotion of the Archdiocese, Catholic parishes, schools, and agencies and their services. This agreement fully represents all terms and considerations; no other inducements, statements or promises have been made to me.

Name of Minor/Vulnerable Adult:

_____

I give consent for the minor or vulnerable adult:

_____ _____
Signature   Date

_____
Printed Name/Relationship to Minor

_____
Street Address

_____ (____)_____
City, State, Zip   Phone

_____
Email

Name of Ministry/Group_____**(APPENDIX C)**

Date: _____   Name: _____
                                                    (Please type or print name of adult.)

Adult Promotional Release Form

I agree to participate in an interview (in person, in writing, by phone, or by e-mail), an audio or video recording, and/or I agree to have photographs taken of me by a person or persons authorized by the Archdiocese of Louisville for use by the Archdiocese of Louisville or one of its parishes, schools, or agencies. I authorize the release and distribution of information concerning my activities with Catholic parishes, schools, and agencies, including my photographs, interviews, and/or audio/video recordings, to the Archdiocese for printed promotional materials, video/audio productions, television, websites, social media platforms, or media coverage about Catholic parishes, schools, or agencies, with the following restrictions:

_____

_____
(If there are no restrictions, write "none")

I release the Archdiocese of Louisville, its personnel, and any other persons from liability connected with the taking or use of such material. I grant this authorization and release because I favor the promotion of the Archdiocese, Catholic parishes, schools, and agencies and their services. This agreement fully represents all terms and considerations; no other inducements, statements or promises have been made to me.

Name: _____
              (Please print)

_____   _____
Signature   Date

_____
Address

_____   (_____)_____
 City, State, Zip   Phone

_____
Email

Fair Use and Copyright – Appendix D

Generally safe operating principle: seek permission before using content created by others or use material from sources such as Creative Commons that provide free licenses for use.

General Resources:

Guide to using photographs on social media. https://blog.hootsuite.com/understanding-image-copyright/

Provides a general FAQ on copyright: http://fairuse.stanford.edu/overview/faqs/copyright-basics/

Provides a summary of copyright law regarding the use of music: http://tubularinsights.com/copyrighted-music-in-video/

A summary of Creative Commons licenses, which provide a good source of free licenses and material in the public domain. https://creativecommons.org/licenses/

A good resource on social media design, photos, copyright, etc. from the Diocese of Dallas: https://www.cathdal.org/design

For Teachers/Schools and Classroom Settings:

Teachers involved in face to face instruction in a classroom setting have more flexibility in using copyrighted materials under the "fair use" language of U.S. copyright law. However, this may not apply to published material that is included on teacher or school websites or that is used in school newsletters or other printed material not used in the classroom.

A chart on fair use from the Kentucky Department of Education: http://education.ky.gov/districts/tech/ciits/Documents/TeacherCopyright_chart.pdf

Helpful summary for distinguishing between what teachers and schools can and cannot do with copyrighted material: http://www.theedublogger.com/2017/01/20/copyright-fair-use-and-creative-commons/

A summary of copyright law on videos in the classroom: http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/copyright/fairuse/web-digital%20delivery%20in%20classroomrev3psa.pdf

For Religious Education Settings:

Diocese of Joliet: Contains helpful information about copyright and fair use information for religious education settings: http://www.dioceseofjoliet.org/reo/content1.php?secid=41

Videos can be used without licenses in the context of face to face classroom instruction, but other uses, e.g. parish movie night, require a license. These links provide information and resources for parishes:

A summary of the law on this issue with resources for obtaining licenses: http://www.ecfvp.org/files/uploads/MovieLicensingPermissions.pdf

This organization provides video licenses based upon the size of your parish. Please note that parish size is defined as *regular attendance at the main service(s). If there are multiple services, use the combined attendance.* http://us.cvli.com/ (Church Video License)

For Worship/Music:

Church Music Publishers Association: Provides a good summary of copyright law and licensing rules that apply to the use and performance of church and secular music: http://cmpamusic.org/copyrights/

One License.net: Through One License, license holders have access to thousands of congregational hymns, songs, and service music from today's top liturgical music publishers to use in worship aids, service bulletins, and projections to inspire congregational singing. The major publishers of Catholic liturgical music can now all be found on this source. See www.onelicense.net

This Emory University site provides a good summary of copyright law for worship and religious situations. Please note that parishes putting homilies or streaming Masses online that include music may need a podcast/streaming license. While there is no license needed for performing music during a worship service, there may be a special license required for online streaming or podcasting. See www.onelicense.net for further information. http://sco.library.emory.edu/copyright/religious-organizations.html.

Please exercise caution when using popular music in parish or school videos or other digital platforms. The illegal use of popular music can create big problems, and the fact that the parish is non-profit and not making money from the use of the music is not usually an argument for fair use, especially with music. For information about licensing popular music, please see these major licensing agencies:

Harry Fox Agency (HFA): https://www.harryfox.com/

American Society of Composers, Authors, and Publishers (ASCAP): https://www.ascap.com/

Broadcast Music, Inc. (BMI): https://www.bmi.com/

SESAC Inc.: https://www.sesac.com/