



Social Media

Employee Handbook



Table of Contents

Sections	Pages
General Policy	3
Guidelines	3-4
Post only Appropriate and Respectful Content	5-6
Minimum Social Media Requirements for Diocesan Pages	6-7
Social Networking with Minors	7-9
How to Manage Social Media Sites	9-12
Disclaimer.....	13

General Policy

The Diocese understands that social media is an effective communications tool. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist in making responsible decisions about use of social media, the Diocese has established a Social Media Policy for appropriate use of social media.

This policy applies to all employees who work for the Diocese. **Each parish or school may institute more restrictive social media policies to supplement this policy.**

All clergy, employees, and volunteers of the Diocese are to be Christian and caring in their communications with others, to include communications in oral, written, and digital forms.

In the world of electronic communications, social media can mean many things. At the Catholic Diocese of Fort Worth, social media includes all means of communicating or posting information or content of any sort on the Internet. This includes web logs, blogs, journals, diaries, web sites, social networks, and chat rooms, whether affiliated or associated with the Catholic Diocese of Fort Worth or not, as well as any other form of electronic communications.

The same Catholic moral teaching, principles and guidelines found in the Catholic Diocese of Fort Worth Employee Policy handbook apply to online electronic communications, including the use of social media in any form. Ultimately, each employee is responsible for what they post, display, support, or permit to be displayed online. Before creating online content in any form consider the risks and rewards. Any conduct that adversely affects or has the potential to adversely affect the Catholic Church, the Diocese, any of its schools or parishes, its employees' job performance, or the performance of fellow employees, may result in disciplinary action up to and including termination.

Guidelines

In the world of electronic communications, social media can mean many things. At the Catholic Diocese of Fort Worth, social media includes all means of communicating or posting information or content of any sort on the Internet. This includes: web logs, blogs, journals, diaries, web sites, social networks, and chat rooms, whether affiliated

Guidelines (Cont.)

or associated with the Catholic Diocese of Fort Worth or not, as well as any other form of electronic communications.

The same Catholic moral teaching, principles, and guidelines found in the Catholic Diocese of Fort Worth Employee Policy Handbook apply to online electronic communications, including the use of social media in any form. (1) Ultimately, employees are solely responsible for what is posted online. (2) Before creating online content, consider some of the risks and rewards that are involved. (3) Keep in mind that employee conduct that adversely affects or has the potential to adversely affect job performance, the performance of fellow associates, or otherwise adversely affects members, parishioners, suppliers, people who work on behalf of the Diocese, or the Diocese's legitimate interests may result in disciplinary action up to and including termination.

All employees should carefully read this Diocese's Social Media Policy, Statement of Ethics Policy, Information Policy, and Discrimination & Harassment Prevention Policy, and ensure that postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, threats of violence, or similar inappropriate or unlawful conduct will not be tolerated and may subject employees to disciplinary action up to and including termination.

The Diocese of Fort Worth respects the right of clergy/employees/volunteers to use both professional and personal means to communicate via electronic methods, which includes social media in any form. However, clergy/employees/volunteers must not engage in unacceptable or inappropriate conduct in their electronic communications, including social media.

The same rules that apply to our messaging and communications using traditional methods such as print and video apply to online digital communications and social media. The social media policy supports other related Diocesan policies, including Acceptable Technology use and the *Code of Conduct & Behavior Standards for All Clergy, Religious and Lay Ministers*. Unless otherwise noted, this policy's use of the term "Diocese" refers to its central offices, parishes, schools, and other related places of ministry.

Post only Appropriate and Respectful Content

- Employees must ensure they are always honest and accurate when posting information or news. If an employee makes a mistake, they should correct it as soon as possible
- Clergy/employees/volunteers may access websites, weblogs, and social networks for legitimate professional job-related purposes during the workday. Clergy/employees/volunteers should exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work. Do not create, post, or otherwise access weblogs, social networks, or personal websites for personal use during normal diocesan working hours.
- The Diocese has exclusive ownership rights with respect to certain concepts and developments employees produce that is related to diocesan business. Employees/volunteers may not use diocesan trademarks on their personal site or reproduce any diocesan materials or logos. Employees should consult with their pastor or supervisor if they have questions about the appropriateness of publishing anything that may be related to the Diocese on their site.
- Employees/volunteers may not use the copyrights, trademarks, rights of publicity, or other third-party rights in the online social media, including non-public user-generated content (UGC) such as a copyrighted video, without the necessary permissions of the rights holder(s).
- Employees/volunteers shall not post, display, support (i.e., “like”), or permit to be displayed any obscene, harassing, offensive, pornographic, demonic, sacrilegious, blasphemous, malicious, derogatory, or defamatory content or material which has the potential to reflect poorly on or cause embarrassment to the Diocese, its schools, parishes, employees/volunteers, patrons, vendors, partners, affiliates, agencies, or others on any personal, Diocesan, or professional communication or web-based platforms, including websites, social networks, or weblogs.
- Employees/volunteers shall not post, display, support (i.e., “like”), or permit to be displayed any content or material that is inconsistent with the social, moral, or ethical teachings or religious doctrines of the Roman Catholic Church as stated or interpreted by the Holy Father or the Bishop of Fort Worth on any personal, Diocesan, or professional communication or web-based platforms, including websites, social networks, or weblogs.
- Employees/volunteers shall not post, display, support (i.e., “like”), or permit to be

displayed any content or material that symbolizes, signifies, or espouses views or positions that are inconsistent with the social, moral, or ethical teachings or religious doctrines of the Roman Catholic Church as stated or interpreted by the Holy Father or the Bishop of Fort Worth on any personal, Diocesan, or professional communication or web-based platforms, including websites, social networks, or weblogs.

- The Diocese reserves the right to monitor websites, social networks, weblogs, or any other forms of social media created.
- If employees identify themselves as clergy/ employee/volunteer of the Diocese on a personal website, weblog, or social network, then they must make it clear to readers that the views they express are theirs and do not necessarily reflect the views of the Diocese. If employees identify themselves as clergy/employee/volunteer of the Diocese, then they must put the following notice in a reasonable prominent place on their site:

Employee Version

“The views expressed on this website/weblog/social network are mine alone and do not necessarily reflect the views of my employer.”

Volunteer Version

“The views expressed on this website/weblog/social network are mine alone and do not necessarily reflect the views of the Catholic Church, for which I volunteer.”

Minimum Social Media Requirements for Diocesan Pages

- All digital and social media sites established by diocesan entities should be approved and registered with the local administration/pastor/supervisor, such as school Facebook pages and others.
- All social media sites established by all Diocesan entities, including parishes and schools, must block the live posting of comments by outside persons. All comments must be reviewed by the appropriate social media page administrator for appropriateness and only when the comment is deemed appropriate shall it be released to post. Comments will be reviewed in a timely manner and appropriate comment will be posted. (See the attached on how to set each social media site to the proper settings that prevent live posting of comments by individuals.)
- Site administrators must be adults and approved employees/volunteers of the

Min. Social Media Requirements for Diocesan Pages (Cont.)

Diocese and/or volunteers who have successfully completed the approved safe environment training.

- There must be at least two site administrators for each site to allow for rapid response and continuous monitoring and updating of the site.
- All social media must be regularly reviewed by both designated site administrators to ensure it is not in conflict with current standards, policies, and Catholic teachings.
- Passwords, names of the sites, and the site locations or site addresses shall be registered in a central location in the Diocesan entity and at least two (2) adults must have access to this information.
- In establishing a site, these policies must be known and abided by on social media and acceptable use of technology.

Social Networking with Minors

The Catholic Church is especially dedicated to the pursuit of keeping Children and Youth safe. When using any form of Social Media, all staff and ministers, both employed and volunteering, will abide by all requirements of civil law and will follow the “Recommended Technology Guidelines for Pastoral Work with Young People” that has been developed and published by the National Federation for Catholic Youth Ministry in Consultation with the USCCB. The National Federation worked with the USCCB’s Secretariat for Child and Youth Protection and the USCCB’s Secretariat for Laity, Marriage, Family Life and Youth in 2010 to develop these guidelines.

Each staff member and ministers must comply with all aspects of the *Children’s Online Privacy Protection Act (COPPA)*. It is forbidden to post or distribute personal identifiable information of any minor under the age of eighteen without parental consent. Personal identifiable information includes name, home address, email address, telephone number, or any information that would allow someone to identify or contact a minor. If written verifiable consent is obtained from a parent, it is important that the parent have approved the information and have full knowledge of its use, purpose, and how it is to be provided.

Upon request, parents need to have access to anything provided to their minor children via social media, to include but not limited to how social media is being used, how to

Social Networking with Minors (Cont.)

access the site(s), and be given the opportunity to be copied on all material sent to their minor children via social networking (including text messages). While parents should be provided with the same material as their minor children, it does not have to be via the same technology (that is, if minor children receive a reminder via Twitter, parents can receive it in a printed form or by an email list). In order to inform parents of their rights and responsibilities, the following notification will be included in permission forms for minor children and youth:

“I give permission for youth ministry leaders to communicate with my son/daughter using texting, Facebook, email, and other social media. I understand that I may request access to the social media sites, texting, and any other electronic communication at any time.”

Information regarding personal blogs is not to be made available to minor children.

Employees/volunteers who violate this Online Social Media policy may be subject to disciplinary action up to and including termination. If employees have questions about this policy or any matter related to their site that this policy does not address, please consult with the Director of Communications at the Catholic Diocese of Fort Worth. All social media being used by Diocesan entities must be clearly branded in order to provide institutional authority as well as avoid confusion. The Diocesan crest is a prime example of official branding. Parishes and schools may also have official logos and other brands as well. Unless an employee has been officially authorized to speak or act on behalf of a Diocesan entity, they are prohibited from using such brandings or create secondary social media sites that give the illusion of being authoritative.

Diocesan entities wishing to establish social media must adhere to the following requirements for both current and future digital communications and social media, in any form.

Using personal social media at work

Refrain from using personal social media while on work time or on equipment provided by the Diocese/Employer, unless it is work-related as authorized by the employees' manager. Do not use the Diocese's email addresses to register on social networks, blogs, or other online tools utilized for personal use.

Social Networking with Minors (Cont.)

Retaliation is prohibited

The Diocese prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

All employees of the Diocese, parishes, schools, and other Diocesan organizations shall refrain from speaking to the media on the Diocese's behalf without first contacting and receiving approval from the Communications Department. All media inquiries should be directed to the Communications Department.

Pope Benedict XVI noted in his message for the 44th World Day of Communication that this new form of media *“can offer priests and all pastoral workers a wealth of information and content that was difficult to access before, and facilitate forms of collaboration and greater communion in ways that were unthinkable in the past.”* The United States Conference of Catholic Bishops (the “USCCB”) embraces the message of the Holy Father and states in their June 2010 Social Media Guidelines, *“social media provides a tool for building community.”* The USCCB guidelines immediately caution us of our responsibilities, however, by saying, *“membership in communities also requires accountability and responsibility.”*

How to Manage Social Media Sites

Due to the ever-changing nature of social media (design and layout), these settings may change over time. **These settings listed below are current as of December 2017.**

Facebook/Facebook Manager

If employees have more than one Facebook page, we recommend that they create a Facebook Manager account. Facebook Manager allows users to consolidate all their pages into one central location. It also allows users to give (or remove) permissions to approved individuals who can help administer pages and content.

How to Control Visitor Posts

To allow or disable posts by other people:

1. Click Settings at the top of the Facebook page.
2. Under General settings, click on Visitor Posts.
3. Select Allow visitors to the Page to publish posts.
4. Uncheck the box Allow photo and video posts.
5. Check the box Review posts by other people before they're published to the Page
6. Click on the Save Changes button.

Note: For the Diocesan page, the “review posts by other people before they're published to the page” box has been checked so that nobody will be able to post to the Diocesan page without the administrator's review and approval.

Review Visitor Posts

How to review and/or approve a visitor's post:

1. Click Settings at the top of the Facebook page.
2. Click on Activity Log towards the bottom of the navigation options.
3. Click on Posts by Others.
4. Click on either the light-gray pencil icon or the no symbol for more options.

Facebook Comments

When a person creates a public post, the default setting allows any user to “like” or comment on the post, regardless of whether the user is following or connected to the

Facebook/Facebook Manager (Cont.)

individual who created the public post. Although comments cannot be disabled on the posts, it is possible to hide, delete, and ban users and their comments. To do this, find the comment and click on the three light-gray dots to the left of the comment.

Note: The notification settings for a Page that is managed by the Diocese can be turned on so that a notification is sent every time someone comments on the page.

Twitter

Muting

Muting another Twitter account means that account's Tweets will not be visible in an individual's timeline. Muted accounts are not notified that they've been muted, and notifications will still be sent when an individual is mentioned in Tweets and Direct Messages are sent. Accounts that an individual does not follow can also be muted so that these Tweets are not shown in an individual's Notifications timeline.

Muting is different than blocking or unfollowing: Accounts that have been muted have no way to tell that they've been muted. This option can be accessed from the down-arrow icon in a Tweet. Tweets that contain particular words, phrases, usernames, emojis, or hashtags can be automatically muted.

Blocking

When an individual blocks an account on Twitter, they restrict that account's ability to interact with another individual's account. This is how it shows on the account.



Muting an Account You Follow

- Alice wants to keep following Bob's account, but she doesn't want to see Bob's Tweets in her timeline.

Twitter (cont.)

- Alice only wants to see content from Bob that involves her (like mentions and direct messages).
- Bob won't see that he's been muted by Alice.

Muting an Account You Don't Follow

- Alice doesn't want to follow Bob, and she doesn't want to see Bob's Tweets in her timeline.
- Alice isn't interested in Bob's Tweets, but Bob keeps mentioning her and cluttering her notifications timeline.
- Bob won't see that he's been muted by Alice.

Blocking an Account

- Alice doesn't want Bob to follow her or see her Tweets. She doesn't want to see Bob's Tweets either.
- Alice doesn't want to get any notifications from Bob.
- Bob will see that he's been blocked when he visits Alice's profile.

Note: If someone tries to tweet on someone else's account, that person will be notified, but it will not be posted on the public page. The following can occur: Mute@person, Mute Conversion, or Block the person. It cannot be deleted. Also replies on twitter cannot be disabled.

Instagram

Comments

Commenting can be turned off in Instagram. For each individual post there is an option to turn off the comments. Individual comments can also be deleted.

Note: The notification settings can be turned on for the Instagram account that an individual manages so that when someone comments the individual will be notified.

Disclaimer

NOTICE: This handbook does not guarantee continued employment, nor does it constitute a contract, express or implied, between any applicant, employee, or any other person and the Catholic Diocese of Fort Worth. No policy within this handbook shall be intended or construed to provide any contractual obligation in any manner. The Diocese reserves the right to change, alter, amend, discontinue, abolish, or depart from this handbook or any of the policies, rules, regulations, standards of conduct, protocols, services, programs, or activities within it at any time, without notice, at its discretion. The Diocese provides the information herein solely for the convenience of the reader and, to the extent permissible by law, expressly disclaims any liability, which may otherwise be incurred.